Årets nummer

Tidningen Hemslöjd har under året kommit ut med sex nummer med följande tema:

Nr 1: Mjukvara
Slöjd + datorer = sant. Vi möter dataspelsanvändare som vid skärmen lockats till att börja slöjda. Vi hör om stickmaskinens fördelar gentemot handstickat. Vi träffar ryaväverskan som inspirerats av skeva och förvridna glitchbilder på dataskärmen. Men det blir också berättelser om textiliers betydelse. Dit hör resonemangen om bockstensmannens kläder och ett möte med företagare på Gotland, som gör succé med sina svenskstickade, handgjorda plagg utomlands. Men starkast är kanske berättelserna där samiska koltbärare reflekterar över sina dräkter: "För mig är kolten kärlek. Den är jag, mina relationer till den här världen, till världen innan och till den som kommer efter, till våra marker, mitt område, min kultur. Utan mitt sammanhang är jag ingen."

Nr 2: Tillsammans
Allt fler slöjdare väljer att gå samman i grupper och hjälpas åt i stället för att vandra ensamma i motvind. Men det finns också andra sätt att samarbeta på. Vi möter ullmadrasstillverkaren på Västkusten som krokade arm med en tredje generationens madrassmakare i Paris. Vi hör om kärleksparet som möttes i sin passion för skor – och som nu försöker göra den perfekta handgjorda dojan genom att kombinera gammal svensk och tunisisk kunskap. Vi får också höra vad forskaren som disputerat på verktygsbibliotek har att säga om framtiden. Kanske behöver inte var och en ha egna borrar och symaskiner framöver. Vi kanske kan äga verktygslådan tillsammans?

Nr 3: Djur
Material, inspiration och motiv. Utan djuren vore slöjden fattig. Vi berättar om det gamla nordiska allmogefåret, som kan vara något att hålla ögonen på för både beredskapsmyndigheter, garnindustri och stickare.
Vi reder ut skillnaden mellan krom- och barkgarvat skinn, vilka strån som används i rakborsten och vilken fågels vingar som inspirerade till världens första fungerande glidflygarfarkost, byggd för hand av pilträ och bomullsväv. Och kanske mest mindblowing: Tänk om vi måste omvärdera bilden av en vikingahövdings kläder framöver. I en grav från 900-talet hittades en helt annan stil än murrigt och macho. Vad sägs om färgglatt och leopardmönstrat?

Nr 4: Ljud
Slöjden aktiverar sinnena. Det blir tydligt i ett temanummer om Ljud. Vi möter plastikkirurgen som snidar öron, designern som vill att kläder ska låta och väverskan som gör mönster med rytm och puls. Slöjden visar sig också vara full av musik. Det blir hårdrocksstickning, Paul McCartneys tröja och punkslöjd. Dessutom reder vi ut begreppet »tyst kunskap«. Slöjden bär på djupa erfarenheter och kroppslig kunskap som inte alltid går att beskriva snabbt i ord. Kan det vara därför som fältet ofta förbigås med tystnad?

Nr 5: Slöjden och klimatet
Har slöjden något att bidra med i kampen mot klimatförändringarna? I den frågan tar det här numret sitt avstamp. Vi möter smeder som funderat över om de verkligen kan ha stenkol på ässjan, hantverkare som förlänger livet på krossade glas och tallrikar och keramiker som dekorerat sin keramik med invasiva arter för att få fart på samtal om biologisk mångfald. Hör också träslöjdaren som hävdar att slöjden bevisar att ett kretsloppstänkande är möjligt. Dessutom blir det extra många tips på hur man kan laga sina kläder. Eftersom modeindustrin står för runt 10 procent av de globala koldioxidutsläppen är det en klimatpolitisk handling att i stället för att shoppa loss, vårda sina gamla plagg. Hemslöjd visar hur.

Nr 6: Makten och härligheten
Slöjden och makten går hand i hand. När kvinnorättsrörelsen kämpade för allmän och lika rösträtt, användes broderade baner och idag – när en kröningskrage från 1700-talet ska rekonstrueras – kallas en hantverkande garvarmästare in. Men också svenska myndigheter påverkar villkoren för slöjden. I det här numret redovisar Hemslöjd hur myndighetssveriges kaka av slöjdpengar fördelas. Vi bjuder också på berättelser om vapenmakt, koloniala övertramp, guldfeber och en festblåsa värdig Askungen. Dessutom tar tidningen rygg på en av de makthavare som flimrar förbi på sociala medier. Möt Lærke Bagger, stickningens nya rockstjärna.

SVENSKA HEMSLÖJDSFÖRENINGARNAS RIKSFÖRBUND

Föreningen Svenska spetsar | Föreningen för Svensk Hemslöjd | Blekinge läns hemslöjd | Dalarnas Hemslöjdsförbund | Borlänge hemslöjdsförening | Falu Hemslöjdsförening |Floda-Gagnef Ideella Hemslöjdsförening | Idre Hemslöjdsförening | Leksands Hemslöjdsvänner | Mora Hemslöjdens Vänner | Nås Hemslöjdsförening i Västerdalarna | Orsa Slöjdlag | Orsa lin och ull ideell förening | Rättviks Hemslöjdsförening | Södra Dalarnas Hemslöjdsförening | Äppelbo lamm | Gotlands läns hemslöjdsförening | Gästrike-Hälsinge hemslöjdsförbund | Arbrå Hemslöjdsförening | Bollnäs-Voxnadalens hemslöjdsförening | Föreningen Helsingeslöjd | Gästriklands hemslöjdsförening | Västra Hälsinglands slöjdförening | Övre Hälsinglands Hemslöjdsförening | Hallands hemslöjdsförbund | Falkenbergs hemslöjdsförening | Halmstads hemslöjdsförening | Kungsbacka hemslöjdsgille | Varbergs Hemslöjdsförening | Jämtland-Härjedalens Hemslöjdsförbund | Broderiets Vänner | Bräcke kommuns hemslöjdsförening | Visa mig – en slöjdförening i Storsjöbygden | Jönköpings läns hemslöjdsförbund | Handakraft | Nässjö slöjdförening | Slöjdarna i Värnamo | Kalmar läns hemslöjdsförening | Hemslöjden i Kronoberg | Norrbottens Läns Hemslöjdsförening | Skånes hemslöjdsförbund | Helsingborgs Hemslöjdsgille | Hemslöjden Malmöhus | MittSkånes Hemslöjdsförening | Staden Malmös Hemslöjdsförening | Söderslätts Hemslöjdsförening | Ängelholms hemslöjdsgille | Östra Skånes hemslöjdsförening | Stockholm läns hemslöjdsförening | Hemslöjdsföreningen Sörmland | Hemslöjdsförbundet i Uppsala län | Brukssmederna | HammarskogsSmederna | Uppsala hemslöjdsförening | Östhammars hemslöjdsförening | Länshemslöjdsföreningen i Värmland | Västerbottens läns hemslöjdsförening | Medelpads hemslöjd | Ångermanlands hemslöjdsförbund | Härnösands hemslöjdsförening | Sollefteå Hemslöjdsförening | Örnsköldsviks hemslöjdsförening | Västmanlands läns hemslöjdsförbund | Köping-Arboga-Kungsör slöjd- & hantverksförening | Norbergs Bergslags Hemslöjdsförening | Sala slöjd & hantverksförening | Surahammars konst- och hantverksgille | Västerås slöjd & hantverksförening | Göteborg och Bohusläns hemslöjdsförbund | Föreningen Göteborgsslöjd | Föreningen Tjörnslöjd | Inlands Hemslöjdsförening | Lysekils hemslöjdsförening Stangen | Mölndals Hemslöjdsförening | Orusts slöjd | Slöjdföreningen Jordhammar | Tanums Hemslöjdsförening | Skaraborgs Hemslöjdsförening | Skaraborgs-Slöjdarna | Älvsborgs läns hemslöjdsförbund | Ale Slöjdare | De Sju Härads-ernas Hemslöjdsförening | Föreningen Spring Craft | Föreningen Västgötalin | Halmens Hus | Knalleslöjdarna | Lerums Hemslöjdsförening | Örebro läns Slöjdförening | Hemslöjden i Östergötland

Hemslöjden

THE HANDICRAFT SOCIETY ANNUAL REPORT 2021
The National Society of Swedish Handicraft Associations

This Annual Report follows up on SHR's operational plan for 2021. The operational plan in turn follows the paragraph on purpose found in the SHR statutes and is a continuation of the plan for 2020-2021 that the congress accepted in 2019. This year's annual report emphasizes the promotional role of the Society, reporting on how many non-members participated in SHR's public activities and events, among other things.

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YEAR AT A GLANCE

Hemslöjden Members
2 national associations
24 regional societies and associations
63 local handicraft associations
13,434 individual members

First in Sweden x 2
• First Journeyman Certificate in folk dress making awarded to Lina Odell
• Sweden’s first digital wool week!

Projects and events
6,000: number of participants in the project 1 SQ M FLAX, coordinated nationally by Hemslöjden.
2,000: number of people who visited Handicraft Day 2021, with forty associations contributing unique programming.

Grants & journeyman certificates
12 craftspeople were awarded a total of 136,000 Swedish crowns from six grant foundations.
10 craftspeople received their journeyman certificate.

Association Services
127 courses were held, with 1104 participants from 27 associations across 18 counties. Fifty associations were interviewed for a broad survey of activities for children and young people.

Hemslöjd Magazine
11,086 people subscribed to Hemslöjd Magazine, which publishes six issues per year.

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THE BOARD CHAIRPERSON HAS THE FLOOR

Increased engagement, activities and organizations change: an appropriate summation of our operational year in 2021.

The pandemic and COVID-19 have continued to set the terms for our lives and our ability to meet up in our work and social spheres, and in our member associations. For many associations and movements, this has meant fewer activities. This isn't true of Hemslöjden. Throughout 2021, we developed new activities and ways of working for both the organization internally as well as for reaching new groups and those who are not yet members. Wool Week and 1 SQ M FLAX are examples of projects that continued to evolve during 2021. 1 SQ M FLAX has garnered much attention and even engaged non-members. Flax has been grown all over Sweden, evidence of increased interest in growing and preparing flax. Wool Week is an example of how we continue to engage a wider audience and assist in making wool more accessible. These activities are good examples of our role as public educators and promoters of handicraft, working in collaboration with other organizations to boost engagement and contribute to new, open ways of reaching new groups.

Even our internal operations have changed. Many associations and societies within Hemslöjden have developed new digital ways of offering their public programming. But the organization's own meetings have also changed. The SHR general assembly 2021 was held digitally, with high turnout and more motions and suggestions than at our earlier, perhaps more traditional meetings. Despite these metrics of increased engagement and updated operations, our state funding has continued to decrease in 2021.

In other fields, state funding of organizations in civil society and volunteer-run associations has actually increased due to challenges faced during the pandemic. For SHR, decreased funding has affected our budget and forced the national society to make cuts in both the funding of volunteer organizations as well as in the structure that supports our nationwide reach for promotion of handicraft.

The climate challenge is global and collective, and we work toward sustainability through "Agenda 2030". Sustainability is an important part of handicraft and handicraft association tradition and the cultural heritage we stand for, that we want to and that we can develop. Those involved in handicraft and handicraft associations want to share our knowledge and promote our craft, so that more people can contribute to a shared sustainable future.

March 2022, Gårdby. Kent Johansson, chair

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"The purpose of SHR is to foster, develop, and renew handicraft as an expression of culture and business, and to strive for equality, accessibility, and tolerance. Our shared values are to promote sustainability and creativity through inclusivity and innovation. The association's not-for-profit work is an important part of civil society, working with other organizations in both cultural and governmental sectors at municipal, regional and national levels."

From the National Swedish Society for Handicraft Association statutes

The organization National Association of Swedish Handicraft Societies, SHR, is the national association for Sweden's handicraft societies. SHR is a non-partisan, secular, nonprofit organization. SHR is an umbrella organization for nonprofit associations that share the interests, principles, values, and purpose of SHR. The association's not-for-profit work is an important part of civil society, working with other organizations in both cultural and

governmental sectors at municipal, regional and national levels. SHR consists of two national associations and twenty-four regional associations and societies, which in turn consist of 63 local handicraft associations and 13,434 individual members. The SHR Board of Directors is elected by and works for the general assembly, which is conducted biannually. The association office is a unifying body for the society's members. Our priorities are to coordinate, inform, market, and develop handicraft, as well as supporting the regional and local groups. The office works for the society board. SHR owns the company Hemslöjd Media Sverige AB, which publishes Hemslöjd Magazine and other publications. The company produces its own annual report, but its operations are also described at the end of this annual report. Sätergläntan Institute for Crafts is an economic association of which SHR is one of the members.

General Assembly
The general assembly was held on Saturday, May 29, 2021. The assembly is held biannually, and due to the pandemic was held digitally this year. Considerable work was put into preparation to ensure high turnout and that everyone could feel comfortable with the technology.

His Majesty Carl XVI Gustaf is the Supreme Governor of the Swedish Society for Handicraft Associations.

More than 50 representatives from all over the country participated in the general assembly and with Carola Gunnarsson as an experienced and meeting chairperson, we deliberated on the annual reports from 2019 and 2020. The general assembly decided to support three motions and one operational objective for 2022-2023. The journalist Eva-Lotta Hultén from Swedish Public Radio gave a speech about the importance of practical knowledge. New statutes from a handful of regional groups were considered by the SHR board in 2021.

Society Board of Directors
The board members are proposed by the association Nomination Committee and chosen at the general meeting of SHR by its general assembly; their mandate lasts until the next general meeting. This year, the Board held ten board meetings, including the statutory meeting after the assembly. All but one of the board meetings were held digitally.

Board Structure
The chairperson, first vice chairperson and second vice chairperson are chosen for a two-year term. Other board members are chosen for a four-year term; half are chosen at the general meeting, and the other half are chosen at the next general meeting. Alternates are chosen for two-year terms.

The following were elected at the general assembly 2021:
Association chairperson: Kent Johansson, Färjestaden
First vice chairperson: Elisabeth Bjar, Stockholm
Second vice chairperson: Håkan Liby, Uppsala

Board Members:
Eva Byström, Sundbyberg
Eva-Karin Torhem Arnell, Hyssna

Anny Liivamäe, Nyköping
Elisa Tullnär Nilsson, Jokkmokk
Helena Åberg, Stigtomta
Joanna Stridh, Rättvik

Alternates:
Maria Eklind, Vaggeryd
Lotta Ahlvar, Stockholm
Ulrika Bos Kerttu, Luleå

The Executive Committee (EC) consists of the following: Association Chairperson, First Vice Chairperson, Second Vice Chairperson. The Secretary is the director of the committee, and is an adjunct at every meeting. The Executive Committee held fifteen meetings this year.

Auditors
Rose Ericsson, Gävle, trustee auditor
Håkan Andersson, authorized auditor

Nomination Committee
Anna-Karin Jobs Arnberg, Dala Floda
Torbjörn Lindström, Borås
Harriet Andersson, Halmstad
Carola Gunnarsson, Köping
Lena Påhlman, Uppsala

Honorary Board Members
Ingegerd Oskarsson, former Member of Parliament and Board Member of SHR
Elvy Olsson, former County Governor and Board Member of SHR
Iréne Vestlund, former Member of Parliament and Board Member of SHR
Marianne Andersson, former Member of Parliament and Board Member of SHR
Anne Ludvigsson, former Member of Parliament and Board Member of SHR

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National Association Office
The staff of the Office include: Department Director, Economist/Controller, Office Manager, Project Manager, and a Communications Specialist. The Economist/Controller was appointed in February 2021, replacing the consultant hired during 2020. The Communications Specialist was on parental leave in the spring and the position was covered by a temp. Funding had been earmarked in the hiring budget for temporary project-based hires, and in the spring this was used to wrap up the survey of member societies' activities for children and young people. As of the Autumn 2021, both the office and the editorial board are fully staffed again. Some of the positions are shared between the Association Office and Hemslöjd Media Sverige AB, which means that the expertise can be fully capitalized on and that associated costs can be shared, and thereby reduced. There were 4.3 full-time employees as of December 31. The Association is a member of the employers' organization Fremia and uses collective bargaining agreements.

Finances

Earnings for 2021 were a deficit of 89,000 Swedish kronor. If some of our planned events hadn't been canceled due to the pandemic, such as Vävmässan and the Nordic Youth Camp, that loss would have been even greater. Hosting the general assembly digitally instead of on site in Kalmar also resulted in lower costs than budgeted for. A shareholder contribution of 100,000 kronor in December 2021 also positively affected the net earnings.

The main cause of the deficit is reduced economic support from The National Swedish Handicraft Council two years in a row, in the middle of a pandemic. SHR was awarded an organizational grant of 3.5 million kronor, 500,000 less than in 2020. The SHR Board decided to stick to the operational plan for 2021 and cover the difference through future grants and using shareholder equity. The reduced government support may have serious consequences for SHR operations in both the short and long term. SHR has contacted the Culture Department as well as individual MPs regarding the reduced government support in both 2020 and 2021. An application for reinstatement of the previous amount was sent to the National Swedish Handicraft Council in the spring, but it was denied.

Membership fee income is generally unchanged, totaling 1 million kronor. Additional income includes 600,000 kronor from the Swedish National Agency for Education, which is split between member societies. In June, "1 sq m flax" was awarded 130.000 from the National Antiquties Office to support documentation and five films that describe the whole process of processing linen, from preparation to finished fabric. The documentation is also included in a booklet about flax and linen, which will be published in Spring 2022. The films will be released in February-March 2022.

The Handicraft Council approved a grant of 300,000 kronor as a guarantee for handicraft societies to be able to hire practitioners during the pandemic. Because restrictions eased somewhat during the summer and fall of 2021, handicraft societies could carry out much of their programming as planned during the second half of 2021. This meant that only 40,000 of the guarantee grant could be used, and the rest was paid back to the Council. Even if only a fraction of the grant was used, just the knowledge that the societies could receive remuneration if they were forced to cancel encouraged them to dare to plan a full schedule and hire craftspeople. The effects of this kind of guarantee grant cannot be emphasized enough!

The SHR Office should have the correct resources and expertise to run the operations according to the governing documents in a sustainable workplace environment.

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In order to minimize expenses, some costs are shared with the corporation. These include personnel costs for the Department Director and the Economist/Controller as well as rent and some administrative costs.

Network and Collaboration

SHR is a member of a range of organizations. It is within this network that a large part of collaboration with other organizations took place in 2021. SHR has collaborated with Kulturens Study Association to offer courses in different digital meeting tools for the member societies. The collaboration with Kulturens also enabled live-streaming of SHR's public event "Handmade Issues" and our participation in two digital seminars at the cultural-political convention People and Culture. The Director has participated in a network of Secretaries-General (and similar titles) called "Non-profit Arena", a collaboration between ideology-driven

organizations with the intention of developing leadership and directorship in the non-profit sector. SHR participated in the National Swedish Handicraft Council seminar day “Wool Now” in June 2021, and has participated in the discussions around building an organization that can strengthen collaboration on issues surrounding Swedish wool.

Membership in other organizations
Hemslöjden is a member of the following organizations:
Nordens Hemslöjdsförbund
Europeiska Hemslöjdsförbundet
ECO Ax kulturorganisationer i samverkan (som i sin tur är medlemmar i Ideell kulturallians)
Ideell Arena
Fremia
Hela Sverige ska leva
Kulturens bildningsverksamhet
Föreningen Norden
Föreningen för folkbildningsforskning
Svenska Vävrådet
Folkspel

Nordic and European Collaboration
The Association Office has participated in digital meetings with the European and Nordic networks throughout the year. SHR hosted the Nordic meeting in March. The European Network held their General Assembly and adopted both new and updated statutes. Among other things, this means that the organization has changed its name and is now called the European Craft Organisation (ECO). SHR participated in the joint digital sloyd week Nordic Craft Week in September. This year’s theme was “Hands On” and SHR contributed a film about how to felt a seat cushion. The Nordic Youth Camp “Young Craft” was canceled again in 2021 due to the pandemic.

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OPERATIONS 2021
COVID-19 pandemic
The COVID-19 pandemic has continued to affect our society and, naturally, even the Handicraft Movement in 2021. On the national level, this has meant that all SHR Board meetings–save one–have been digital, and office employees have continued to work from home for most of the year.

The national association has also adapted and implemented some of its operations in a different way. For example, the general assembly was held digitally. Even the programming on Hemslöjden Day was completely digital, as was the first ever Wool Week. Handmade Issues, including the grant award ceremony, was held as a hybrid event.

Chairperson Day for the county societies took place digitally in March, whereas Association Day in November could be held in person. On the one hand, this has meant reduced costs for travel and renting conference halls, and given more people the chance to participate. But on the other hand, it has reduced our income (no participation fees/tickets sold) and brought about new costs for digital platforms and recordings.

Two events that SHR would have participated in were canceled for the second year in a row because of the pandemic: Vävmässan and Young Craft, the Nordic Youth Camp.

Throughout the year, SHR was invited to take part in conversations about the investigation "Restarting Culture", in which SHR described the member associations' challenges and development during the pandemic. SHR has also contributed to NOD's[1] survey report "A sustainable reboot after the pandemic: non-profit and public perspectives". SHR's office hasn't had the opportunity to visit the county associations in person in 2021 because of the pandemic. The following subsections describe the ways in which the pandemic has affected operations more specifically.

Public events and projects

One important way to spread knowledge about handicraft is to arrange and coordinate different public events and projects that doesn't just reach members, but also the broader public.

Farming sign from the project 1 SQ M FLAX

1 SQ M FLAX

1 SQ M FLAX began as a regional project in the Västra Götaland region in 2020, and became a national project in 2021. It quickly had a huge impact and resulted in more than 6000 participants growing flax this year. Flax has been grown in pallets and in fields, both in cities and in the country, by both preschoolers and retirees in all parts of Sweden! As coordinators on a national level, SHR has ensured that the material–such as a newsletter and contact information–has been available in one place via our website. The press release we sent out was snapped up by a slew of magazines and radio programs. This, in combination with an active Facebook group, has ensured a broad reach for the project. Fifteen percent of the participants were not members of any handicraft association.

The associations and handicraft counselors organized a slew of different activities connected to 1 SQ M FLAX for inspiration and support during the process. Flax-breaking parties, flax dressing meet-ups, digital lectures, flax wreath-making, and more were arranged and because restrictions were eased during the summer and the fall, almost 2300 people could participate in person. Many handicraft associations and counselors have also collaborated with other organizations, such as local historical societies, museums, flax associations, and study circles. The project is an excellent example of how collaboration between handicraft counselors, associations and SHR can spread knowledge about handicraft and increase understanding of both immaterial cultural heritage and sustainability issues.

Digital Wool Week

"SHR shall support the development of handicraft as a business."

The National Association held Wool Week for the first time ever in the beginning of September 2021. Wool Week was arranged in collaboration with the association Ullvilja (Wool Will). Wool Week focuses on wool and wool-related businesses for a whole week in order to spread knowledge about wool to a broader audience. It's also a way to show how to preserve, use, and develop cultural heritage. The Wool Week program was completely digital due to the pandemic. The program was presented on the National Association website, with a different theme for each of the eight days:

[1] National Organ for Dialogue and Consultation Between the Government and Civil Society

• Which wool for what?
• Sheep Breed Day
• From wool to yarn
• Education in the wool sector
• Projects in the wool sector
• Weave with Wool
• Felting and other wooly techniques
• Sustainability and what's happening on the wool front

Each day, the theme was presented along with a short summary. We used pre-recorded videos this first year, made by different presenters–50 in all. We finished the week with a conversation about sustainability and what's new on the wool front with Maria Jacobsson, Kent Johansson, and Roger Buch.

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Photo text: Malin Vessby, Petra Holmberg, Gunilla Kindstrand, Jonatan Malm, and Isabelle McAllister made guest appearances at this year's Handmade Issues.

Handicraft Day
SHR plans, organizes, and implements "Handicraft Day" on the first Saturday in September every year. Together with the county and local associations, and using different themes, we make the handicraft movement more visible for those who aren't yet members. This year's theme was Wool and Linen, and forty associations offered unique activities all over the country–twice as many as were offered in 2020. Most associations arranged workshops or try-it-yourself activities with wool and linen, such as carding, felting, spinning, and flax dressing. These activities happen to be well-suited to the outdoors and social distancing could be observed. This made it possible for Handicraft Day to be held in accordance with the pandemic restrictions in place at the time. The event drew 2000 visitors.

The National Association offered a digital program that began with virtual visits to three associations (Köping-Arboga-Kungsör slöjd- och hantverksförening, Orsa lin och ull samt Skaraborgs hemslöjdsförening). We then showed a pre-recorded lecture about wool by Annkristin Hult and a conversation between Agneta Carlson and Gunilla Mattsson on the history of dressing flax in Sweden, as well as our film showing how to felt a wool seat cushion. In 2021, forty associations helped arrange Handicraft Day, compared with twenty-one in 2020 and fifty-one before the pandemic in 2019.

Handmade Issues
Handmade Issues is another recurring event arranged by Hemslöjden. This year's theme was sustainability. The afternoon featured a conversation between the journalist Gunilla Kindstrand and the author Isabelle McAllister, who spoke about the beauty of wear and tear. Malin Vessby, Editor-in-Chief for Hemslöjd Magazine, spoke about the process of producing the issue "Handicraft and the Climate". Petra Holmberg, curator at the Museum of Far East Antiquities in Stockholm, spoke about the techniques of *boro* and *kintsugi* from both a sustainability and an aesthetic perspective. The audience also got to meet the sloyd Utopian Jonatan Malm, a writer and creator who has been working for many years with sustainable sloyd as a focus.

“SHR shall represent the member associations and ensure a sustainable organization that supports its members.”

In total, 700 people took part in Handmade Issues, which was presented as a hybrid program. More than sixty people participated in person at the museum, about 120-140 followed the livestream, and 500 more watched the program the following weekend.

Educational Courses

SHR receives funding from the Swedish National Agency for Education to offer courses for adults. Member associations can apply to the National Association Office, which allocates the funding. The courses are often held in collaboration with Handicraft Counselors. The courses offer a chance for members to practice and learn new techniques, making the courses necessary for keeping immaterial cultural heritage alive. The courses also offer job opportunities for professional craftspeople, as they are often employed as teachers. The number of courses and participants increased compared to last year, when the number of courses decreased due to the pandemic. The associations adapted their operations in 2021 and offered courses outside, inside with social distancing, with fewer participants, and a few even offered digital courses.

In the summer and early autumn of 2021, pandemic restrictions were eased, which enabled many courses to be held in person. Courses held in 2021 include: wool- and flax-handling, whittling at many skill levels, blacksmithing in foundation and intermediate courses, woodturning, making bobbin lace (foundation, intermediate, and advanced), embroidery techniques such as wool embroidery and free embroidery, knitting, weaving (foundation and intermediate), Flemish tapestry weaving, dyeing yarn and fabric, and different forms of basketry. In total, 127 courses were held with 1104 participants in 2021. Twenty-seven different associations, across eighteen counties, thereby contributed to the ability of people all over the country to gain skills and experience in sloyd. Comparatively, 100 courses were held with 877 participants in 2020, and 140 courses with 1330 participants in 2019.

Services for Member Associations

This year, the National Association for Handicraft Societies has followed its directive to expand membership, participation, and activities, as well as improving management of the membership system. 13,434 people are members in one or more of the handicraft associations that are members of the National Association. However, many SHR activities are meant to reach people who are not members of any association, such as Handicraft Day, 1 SQ M FLAX, and many of the activities for children and young people. Associations that hold exhibitions and have handicraft shops have an outreach that extends far beyond their members. Since many of the National Association activities have been digital this year, those too have reached many new people.

In Autumn 2021 we prepared for a member survey that will be carried out in early 2022. The intention of the survey is to evaluate attitudes, needs, and satisfaction among the individual members in SHR’s member associations.

Information on membership is collected from the membership directory, which has been shared between and available to all member associations since 2008. The associations use the directory to manage and contact their members. The National Association Office offers service and support for the associations in this matter. The National

Association also covers all the costs associated with the directory. Personal information in the directory is handled according to GDPR and decisions by the Board.

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Forty-five people participated on Association Day in November of 2021. This was our first in-person meeting in over a year!

Chairperson Meeting

There were twenty-five registered participants for the Chairperson Meeting held digitally for the County Association Chairpeople in March. Preparation for the General Assembly and discussions of a shared organizational plan for 2022-2023 were on the agenda. Hemslöjden i Östergötland also informed us about its residency related to spinning flax and Skånes Hemslöjdsförbund described their project “Raising the Basket”.

Association Day

Forty-five people were registered participants in Association Day in November, including the National Office employees and some National Association board members. This was the first in-person meeting in over a year, held at the Museum of Far East Antiquities in Stockholm. The theme was sustainability, which is an important part of our operational plan for 2022-23. Dalarnas Hemslöjdsförbund described their project, “Sloyd Lasts”, which the Handicraft Counselors in the so-called double counties have been working on for two years, resulting among other things in a Sustainable Sloyd Week in the spring of 2021. In Gävleborg, MatVärden is working on the project “Sustainable Food for the Future”. Linda Elverstig, who works with marketing and consulting on the project, was invited to tell us about their methods and how they could be translated to the field of sloyd. The participants were given a guided tour of the current *boro* exhibition at the museum.

Hemslöjden in the Collective Culture Model

This year, we undertook a collocation of how SHR and sloyd in general are described in the regional cultural plans. The results were presented at a webinar in September, and will be used as support in our operations, mostly for the county associations to use in dialogue with regional governments when developing new cultural plans

Courses in Digital Meeting Tools

Training courses in a range of digital meeting systems were offered in collaboration with Kulturens Study Association at the end of 2020 and January 2021. Member associations were thereby able to maintain their normal board operations digitally, and most importantly, they could hold their annual meetings in the spring of 2021. A total of 31 people took these courses in 2021.

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Children and young people: Survey and webinar

The survey of activities offered to children and young people by member associations was begun in the autumn of 2020, ended in the spring of 2021, and the results were collected in the report “Everyone is really happy when they do sloyd!” The report includes a description of the kinds of activities the local and county-level associations offer, which age groups are most common, and with whom the associations collaborate. More than fifty associations

were interviewed and the report offers a good overview of the kinds of activities that are taking place all over the country.

For example, the report showed that two-thirds of the associations interviewed offer activities for children and young people, and that most associations don't require membership to participate. The report has been shared with all handicraft associations, as well as relevant ministries and organizations, for example The Cultural School Center at The Cultural Council, The Cultural School Council, and SKR. A webinar focusing on activities for children and young people was given to member associations in June. Forty or so people participated and they could access the report, and two current Swedish Inheritance Fund projects with connections to sloyd were also presented. Lerum Handicraft Association also shared their methods for working with children and young people as part of the webinar. In the autumn, study- and teacher guides were created for the booklet "On Wool". These can be downloaded for free from our website and are meant to be used by both sloyd teachers and by the member associations.

Services for Practitioners

According to its operating directives, Hemslöjden works to strengthen the role of craft practitioners. Lotta Rahme, Master tanner, participated in the SHR seminar at the People and Culture Conference, along with Martin Sundin, General Director at the Institute for Language and Folk Memory. The seminar, "What happens when no one knows how?", considered the role of intangible cultural heritage and the importance of ensuring that professional knowledge lives on and can evolve. Hemslöjd Magazine has continued to feature craftspeople in different ways this year. SHR applied for and received a grant from The National Craft Council for guaranteed remuneration for practitioners (see "Finances for growth and development")

Journeyman and Master Certification

The Swedish Craft Council issues Journeyman and Master Certificates in consultation with trade organizations. SHR is the trade organization for the following trades: Hand-Loom Weaver, Embroiderer, Knitter, Woodcraftsman, Woodcarver, Potter, Tile Stove Setter, Tanner, and Folk Costume Maker. For each of these there is an examination committee made up of professional sloyd practitioners. The Journeyman Certificate is a quality assurance guarantee and international proof of a person's craftsmanship. In order to maintain a high level of proficiency, the guidelines for the Journeyman process are established in consultation with each sector's trade organization.

This year, Lina Odell became the first person in Sweden to earn her Journeyman Certificate in Folk Costume Making. Photo: Magdalena Caris

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The Master Certificate is the highest verification of craftsmanship in a given trade, and guarantees deep professional proficiency and experience as a business owner. To submit a journeyman sample requires at least three years' trade education, including an internship. In order to obtain a Master Certificate, 10.000 hours of documented experience or education in the trade are required, which is equal to about six years. The number of people who have received a Journeyman or Master Certificate via SHR has increased steadily the past ten years.

This is due to new trades having been added with SHR as their trade organization, and more people know about the ability to apply for a Journeyman or Master Certificate. The trades that have been added are: Woodcraftsman (2014), Woodcarver and Potter (2016), Tile Stove Setter (2018), Tanner (2019) and Folk Costume Maker (2020). The examination guidelines for Journeyman and Master Certificates are continually reviewed in dialogue with the Swedish Craft Council and the relevant trade organization. Two of the trades for which SHR is the trade organization have revised their guidelines in the autumn of 2021. New guidelines for Master Certificate in Woodworker and Folk Costume Maker were approved by the Council Board at its meeting in December 2021.

JOURNEYMAN CERTIFICATES 2021
Tanner
• Johannes Frisk, Näsåker
• Inga Qvarfordt, Fåker
• Karl Karlsson, Ornö
• Ann Salomonson, Umeå

Potter
• Åsa Fällgren, Norrsundet
• Maria Hansdotter, Vallåkra

Woodcarver
• Panagiotis Mamakos, Göteborg

Woodcraftsman
• Julie Cordes, Danmark
• Maria Lindberg, Göteborg

Folk Dress Maker
• Lina Odell, Karlshamn

Grants
SHR shall work toward a high standard of formal handicraft education as well as ensure that cultural knowledge of material, techniques, and functions within handicraft and craft are relevant, living traditions. SHR administers a number of foundations whose purpose is to support excellence in sloyd and craft through grants. These include The Bo Hammarskjöld Foundation, The Märta Gahn Foundation, The Ingeborg Strömberg Foundation, and The Carl Lamberth Foundation. These foundations have separate finances and annual reports, and the revenue from the previous year determines the amount awarded. For this reason, The Carl Lamberth Foundation did not award any grants in 2021. In addition to the foundations, SHR administers a number of scholarship funds: Greta Johanssons Linen Fund, The Friends of Sätergläntan Fund, and the Kerstin Andersson Åhlin Grant. In total, 118 applications were submitted to these foundations and funds, and thirteen craftspeople, students, and artists were chosen in 2021. They shared a total of 136,000 Swedish kronor.

The Bo Hammarskjöld Foundation
• Lina Odell was awarded 25,000 kronor to deepen her study of Sweden and Norway’s craft tradition of folk bridal crowns.

• Lisa Hüls was awarded 15,000 kronor to be able to participate in an international workshop in the field of textile print with natural dyes
• Fadhel Mourali was awarded 10,000 kronor to deepen his ongoing research on what he calls the “Hedared filament”, a yarn made of pine wood fiber combined with biodegradable plastic.

The Märtha Gahn Foundation
• Mirjam Hemström was awarded 30,000 kronor for a study of religious textile decoration in a free church context.

The Ingeborg Strömberg Foundation
• Lauranne Chapelle-Barry was awarded 6,000 kronor to increase her knowledge and skill set in intarsia through meetings with experienced and innovative craftspeople
• Daniel Berhe was awarded 4,000 kronor to explore the technique of *svegsvarvning*, a simple lathe technique
• The association Skånelin was awarded 10,000 kronor to continue their work documenting and archiving Henryk Zienkiewiczs writing and research on flax and linen
• Samantha Gustafsson was awarded 5,000 kronor to complete her Journeyman Certificate project in linen weaving and start a handweaving business in the long term
• Inga Tsernova was awarded 5,000 to continue documenting and spreading knowledge about spinning flax and continue the film project “Grow Flax” with Linodlarföreningen Fransåker

The Friends of Sätergläntan Fund
• Elin Rune was awarded 7,000 kronor to support her degree project at Sätergläntan
• Erik Lönnemyr was awarded 7,000 kronor to be able to apply for a Journeyman Certificate as a Woodcraftsman
• Fredrik Nordebo was awarded 7,000 kronor to be able to invest in material and fuel for both practice before and to support his Journeyman Certificate as a Blacksmith

The Kerstin Andersson Åhlin Grant
The Kerstin Andersson Åhlin Grant cannot be applied for, a jury decides the recipient. Lina Odell is the recipient of the 2021 grant of 5,000 kronor for her frugal approach to sloyd and making.

Distance Learning Course in Basketry
Sweden has a rich and varied basketry tradition. But there are ever fewer makers who are well-versed in the technique of making baskets. SHR has therefore, in collaboration with the project “Raising the Basket”, initiated a pilot distance learning course. Twenty people applied and ten were accepted to learn four different basketry techniques: The Hedared basket with a wooden base; tying *halmlöb*, a spiral technique, with willow shoots; a ribcage basket in fir branches and fir roots; and a bushel basket in hazelwood. The first three meetings took place in 2021 and the last was in January 2022. SHR has employed basketmakers as course leaders for this course. The goal is for this course to be administered by Sätergläntan in 2022.

Intarsia Cabinet by Lauranne Chapelle-Barry, rail in wrought iron by Fredrik Nordebo, and textile prints by Lisa Hüls.

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INFORMATION AND COMMUNICATIONS

SHR shall inform and spread knowledge about handicraft and craft, its cultural heritage, and its development, as well as contribute to handicraft and craft's vital role in people's everyday lives.

Strategic communication is an important part of our work spreading the word about handicraft. Our communications work is based on SHR's operational plan and concerns both internal communication within the organization (member organizations, members, and partnering organizations) and external communication (interested members of the public, professional craftspeople, public opinion builders and politicians, media, organizations and schools).

Forming Public Opinion

In 2021 SHR focused on strengthening our contact with formers of public opinion and policymakers, following the directives of our operating plan. A consultation with the Department of Culture was held in 2021. In addition, SHR has continually informed the Department of Culture about current operations, reports, seminars, etc. Missives have also been sent to the Department of Culture regarding clarification about coming letters of regulation, new board members of The National Craft Council, as well as our reduced government support. The "Wool Booklet" from 2020 was sent to board members of the Parliament Committees on Culture, Environment and Agriculture in the spring of 2021 to shine a light on the Swedish Wool. The Executive Committees of both SHR and The National Craft Council held four consultations and follow-up meetings in 2021. Additionally, SHR has had a good relationship and contact with different administrative authorities this year, including The Cultural School Center at The Cultural Council, The Institute for Language and Folk Memory, and The National Antiquities Office. The Association Office took part in the People and Culture Conference, which was held digitally in 2021. The Director wrote a blog post for Ideell Arena about the importance of independent magazines, participated in Ax member meetings along with the Chairperson of the Parliament Committee on Culture, and participated in Cultural School Days. Strengthening contact with the Department of Education remains on our agenda.

Website

The National Association website hemslöjden.org fills an important function in our ongoing communications work. It is a search engine for member associations' activities and an information channel both for SHR and for member associations. The home page is the first thing visitors encounter, and in 2021 it was pared down in order to clarify SHR's mission and make the site more easily navigable. The website had 263,000 total visitors (including repeat visitors) in 2021. In 2020 the website had 219,000 total visitors and in 2019 there were 215,000 total visitors.

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Facebook, Instagram, and LinkedIn

In addition to the website, SHR uses different social media platforms: Facebook, Instagram, and LinkedIn. Instagram has evolved into an important channel for us. Proper planning and

consistent posting has generated a significant increase in the number of people we have reached. During the summer of 2021, our member associations were guest hosts of our account, which also increased our account's reach. Facebook is a channel focused on relationships, and entertainment and community are the foremost values for users. We set up "Handicraft Bingo" on Facebook for individual users in 2021 to create a feeling of community around sloyd, especially when we weren't able to meet in person due to pandemic restrictions.

Statistics January 1 - December 31, 2021

Platform	Followers	Reach	Visits
Instagram	13,200	170,323	14,112
Facebook	12,502	101,975	4,335

"Reach" indicates the number of unique accounts that have seen our posts. "Visits" indicates the number of times our profile has been visited this year. Our communications work on LinkedIn was initiated in late Autumn 2021 and hadn't generated meaningful statistics by the end of the year.

Newsletter

Hemslöjden sends digital newsletters to individual members about once a month. Recipients are individuals and members of one of SHR's member associations who have submitted their email address. Ten newsletters were sent out in 2021 to 11,000 individual members. The open rate was about 50-60%, which is a high opening rate.

The National Association Office sends out a special newsletter, "News from The National Association" to provide current information to the boards of directors for member associations. This newsletter was sent out eight times in 2021. In addition, special editions with specific information about courses, Handicraft Day, and member surveys were sent out to all newsletter subscribers.

Public Relations

SHR has a press room via the platform NyNewsDesk where we disseminate Hemslöjdens work to the public via the media. The press room is also occasionally used by Hemslöjd Magazine. In 2021, SHR published nine press releases. The press room had 18,000 total views in 2021, with Handicraft Day garnering the most interest.

The Hemslöjden Collections on Digitalt Museum

Hemslöjden's collections consist of objects and images that the handicraft societies have collected over the past hundred years. Since 1996, these objects have been catalogued and digitalized and are available to the public. There are more than 45,000 objects registered in the Hemslöjden Collection database and the handicraft associations work hard to ensure that as many objects and images as possible are available through the website Digitalt Museum.

In 2021, more than 19,000 objects and more than 16,000 photographs were digitized and available in the Hemslöjden Collections on Digitalt Museum, including Zickerman's study collection with around 12,000 images showing different textile techniques. The Hemslöjden

ministries also influence the terms and conditions of sloyd. In this issue, Hemslöjd shows how the money pot for sloyd is divided by the government ministries in Sweden. We also treat you to stories about military power, colonial transgressions, gold-fever, and party finery good enough for Cinderella. In addition, the magazine hang out with one of the powerful people you've surely seen on social media. Meet Lærke Bagger, knitting's new rockstar.