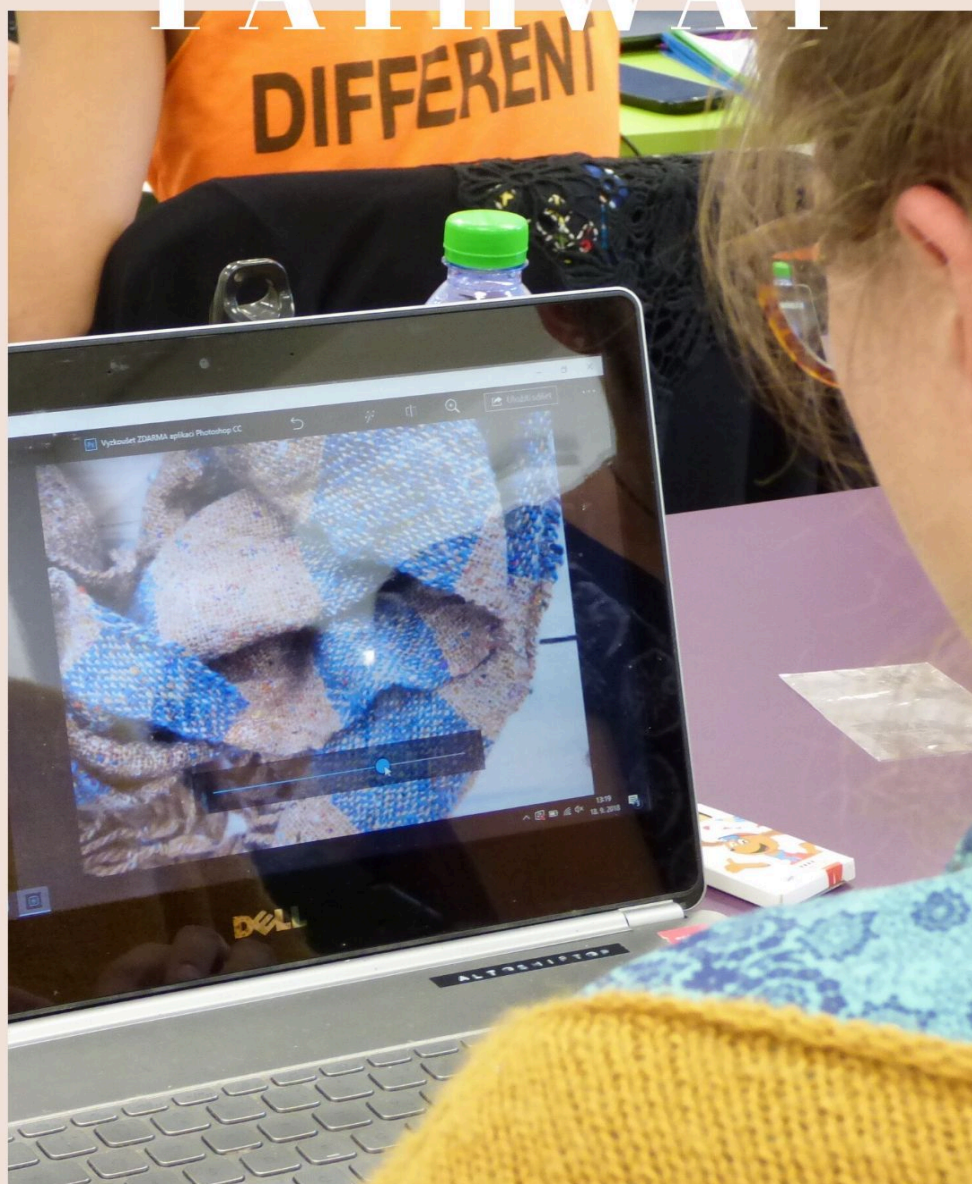


FLORA' HANDMADE WOMEN  
ACROSS EUROPE

# CAREER PATHWAY





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# **Female Entrepreneurship in Poland**

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## **1. Introduction**

In 2016, an estimated 163 million women were starting or running new businesses in 74 economies around the world. In addition, an estimated 111 million were running established businesses. This not only shows the impact of women entrepreneurs across the globe, but highlights their contributions to the growth and well-being of their societies. Women entrepreneurs provide incomes for their families, employment for their communities, and products and services that bring new value to the world around them

Women entrepreneurship in Poland is an important challenge in modern societies, and at the same time it's a complex phenomenon. On the one hand, a distinctive economic context is noticeable as far as women entrepreneurship is concerned; on the other hand, starting own business activity by women and becoming owners of their companies is strongly determined by culture. The countries which enable all entrepreneurial citizens to show their potential, experience rapid economic growth. Thus, using the entrepreneurial potential, which is deeply rooted in women, constitutes a source of prosperity and growth for many societies.

The main objective of the study was to show the situation of women running their own business in Poland and knowledge about women's entrepreneurship.

Especially in the area of:

- ✓ current situation on the hand made market in Poland;
- ✓ attitudes towards women's entrepreneurship in Poland;
- ✓ functioning of business women in the Polish socio-economic reality;

- ✓ national policies supporting female self – entrepreneurship.

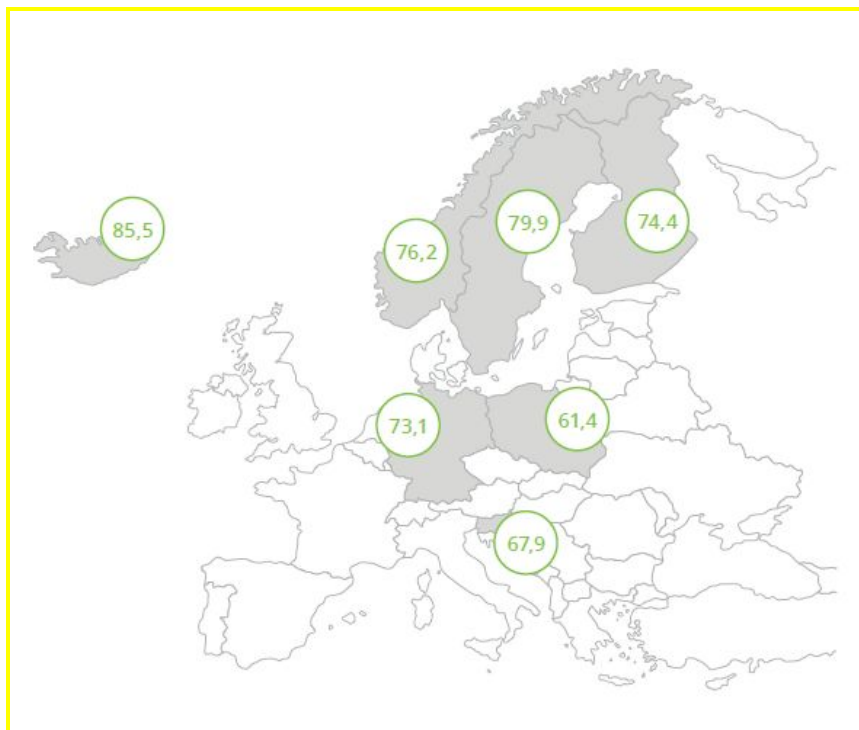
## 2. Female Entrepreneurship in Poland

For years, female entrepreneurship rate in Poland (including self-employment rate) has remained one of the highest in Europe as well as in the countries outside the continent. The expansion of self-employment in Poland during the first years of transformation resulted from unblocking barriers for its development at the turn of the 80s and the 90s of the 20th century.

The activity of individuals mainly played a significant role in this process, in which women in Poland actively participated. Unemployment threat and slimmer chances of finding a job in formal sector as well as difficult access to managerial positions were, along with general new chances connected with transformation, crucial reasons why they became interested in self-employment. The highest rate of the increase in companies established by women was observed during the first years of transformation, when light industry factories were closed down and women lost their jobs on a large scale.

During the whole period of transformation (1989 – 2001) it was clearly noticeable that there were more women being self-employed than men (respectively: 170,9% i 104,3%). However, the year of 2003 brought a reverse tendency: men twice as often as women started their business (on average one out of three women ran a company). The female participation among all entrepreneurs dropped by 4% – from 39,8% in 2002 to 35,8% in the following year. The years to come experienced a further drop in female participation among all entrepreneurs (including employers). In 2009 r, according to Eurostat data, the participation rate was 34,3%; even lower rates are observed as far as female employers are concerned. In 2009 they constituted 29,3% compared to 73,6% of men, it was the lowest in 1989 – 2009. The highest rate of female employers was in: 1999 (31,5%), 2000 (31,3%), 2004 (31,2%) and 2005 (31,0%).

### 1. The rate of professional activity of women in selected European countries (in%)



There are different reasons for starting a business activity. They are inner factors, the reasons why female decide to set up their own companies in Poland. These are mainly psychological determinants. Analysing motivation factors when starting a business activity, there could be a certain diversity according to age noticed.

Women more often (42,9%) than men (32,8%) start a business as there is no other sensible alternative for them, and not because of the urge to take advantage of the opportunity. Here, there are active 'pushing-out' factors rather than 'pushing-in' factors. More often the motivation is the necessity, lack of possibilities of choice between the contract work and the business activity.

Women most often pointed to the following reasons for undertaking business activity:

- ✓ aspiration for independence and self-reliance in making decisions;
- ✓ urge to gain higher income (financial independence);
- ✓ possibility of professional development
- ✓ negative experiences in contract work,
- ✓ prevailing conditions on the labour market,
- ✓ lack of other possibilities of employment,
- ✓ unemployment threat,
- ✓ greater assurance of self-employment.

### The main reasons for starting a business activity in Poland



### 2.1 Reconciliations of work and family

Over the last few years there is an increase in support in Poland for a partner work merger model professional and family responsibilities. According to OECD research, Polish society still thinks that



a key role in raising the mother plays the off spring – think 2/3 Poles leave for education the child should be completely or mostly used by mother.

Only 1/3 of Poles think that the maternity leave should be divided equally between mother and father. These results show that Poland is still advocates a traditional division roles in which the man realizes economic function, and woman's function caring. For comparison, in Sweden more than half of the respondents (61%) he is in favor of an even division duties, in Iceland, Germany, Finland is 39-45% of the population.

Only in Slovenia the option full / the majority use of the leave maternity and parenting by the mother is indicated by the vast majority of society (77%).

An additional important factor affecting the competitiveness of women, especially young mothers, on the market work are internal barriers. In the context of current changes world economies, including in Poland, in an economy based on knowledge within which continuous self-improvement and increasing their skills and qualifications is a key factor good luck in the labor market, women, due to the need to sacrifice more time to look after child, are in a worse position. This, in turn, may affect the reduction self-confidence, skills negotiating benefits for yourself working conditions, wages, promotions and, consequently, negative attitude towards returning to the labor market. Women employed in business indicate also for limited barriers the opportunity to participate in business meetings outside working hours. They are often meetings informal, but at the same time able have a significant impact on your professional position their participants.

## **2.2 Women and small craft business in Poland**

Female self-employment and being an employer for others is strongly co-related with education, age and place of residence. Female entrepreneurs in cities, as opposed to those living in the country, are

characterised by a relatively high level of education, particularly it refers to women who are employers. Over 21% of female entrepreneurs, in comparison with 18,9% of men, has higher education<sup>34</sup>. Female employers, compared to women who do not employ workers, are generally better educated – 79% of them have at least secondary education level, and 29% of them have higher education level. Among self-employed women in cities, relatively there are most economists (22% compared to 4% among men) and technicians (20% compared to 33% among men), and then specialists in the arts with higher education (women 15%, men 9%) and engineers (15% compared to 26% among men)

#### ***company size.***

Companies run by women are mainly not big, mostly they employ contract workers, although there is a distinctive increase in female participation among persons providing

#### ***business activity sector.***

According to GUS (Central Statistical Office), male entrepreneurs most often run their business activity in the building sector (94,2% of participation among companies in this sector) as well as transport and storage economy (87,3%). Women, though, most often start business activities offering all kinds of services (72,7%), dealing with health protection and social security/ welfare (70,5%) and offering real estate services (49,3%)

#### ***first-year survival rates.***

It was observed that for companies run by men the rate of surviving another year is usually higher by 2-4% than in the case of female companies, the rate of surviving the third year is already higher by almost 5 %. It shows that companies run by men stand a greater chance of success<sup>32</sup>. In 2007 the rate of surviving the first year for companies established by women a year before was 70,3%, and for companies with a male owner was 77,2%, that is it was higher by 7% compared to companies with female owners. In 2009 the rate of survival for companies established by men and women in 2004 was respectively 48,7% and 48,6%.

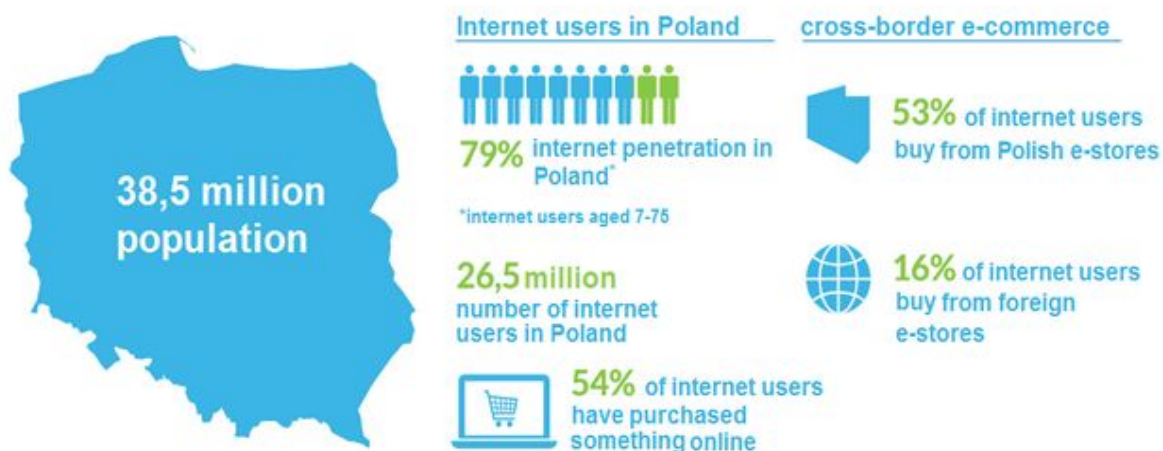
According to recent GUS research, it appears that there is a greater discrepancy in survival rate for companies established by men and women. In 2010 the survival rate for companies established in 2006 by women was lower than for the businesses set up by men (respectively 43,0% i 50,6%)

### 2.3 Labor oppornities in the sector

Labor opportunities in handicraft secot are still not so high. The handicrafts sector is more home-based industry, which requires minimum expenditure and infrastructure to establish. Therefore it can create jobs at a minimal cost. On bigger scale hand made work production is still not economical. For ths sector biggest role plays self-employment, micro enterprise.

### 2.4 E-commerce in Poland

The number of Polish internet users buying online has been systematically growing for several years, today the value of the e-commerce market in Poland is estimated at PLN 36-40 billion, and according to the latest report "E-commerce in Poland 2017. Gemius for e-Commerce Poland", 54 % of Polish internet users buy online. However, it is the other side of the coin, i.e. not the buyer, shows how big the potential still lies in this industry.



Source: "E-commerce in Poland 2017. Gemius for e-Commerce Polska" report

Let's first look at the general figures depicting Polish Internet.

Currently, of the 38.5 million of our country's population, 26.5 million use the Internet. More than half, or 54%, have already made purchases online, 53% of Internet users buy in Polish stores, and 16% in foreign stores. 46% of Polish internet users do not buy on the web, and the majority of this group, or 52% as the reason indicates the desire to see the product before buying, and 30% do not do it for fear of payment security.

A significant percentage also declares that they are accustomed to stationary shopping. Let's move now to this larger group of Internet users who have already seen the convenience of online shopping. We have quite an equal demographic distribution when it comes to age, and even 13% of people over 50 have been found here.

The most recognizable shopping brands among them, definitely Allegro and OLX, are exchanged by Zalando, Ebay and Ceneo.



By sex, the proportions are similar, only in the case of Zalando (more women) and eBay (more men), there are bigger disproportions in brand recognition.

There is a trend to use foreign platforms. From day to day it turns out that Aliexpress, which is the most popular here, eBay and Amazon.

People usually buy by shopping platforms clothing, books and films were the most often mentioned, but also a lot of household appliances / electronics.



38%



28%



23%

As far as gender proportions are concerned, women more eagerly reach for the products such as clothing, accessories, footwear, perfumes, children's articles and furniture. Men focus more on household appliances, computers, telephones and cars.

### **3.National policies**

Poland is starting to gain traction in getting investments. A 2011 report shows that Poland is one of the top ten most attractive places for opening business.

#### **3.1 National policies supporting female self-entrepreneurship**

Starting and running a business in Poland is open to everyone and everybody on equal footing. Two ways: self-employment or commercial company. If you want to start a business in order to become self-employed, it is relatively easy to register at the appropriate town or voivodeship administrative office. The first step is to apply for an entry into the register of trade (wpis do ewidencji gospodarczej). To register a business, you need to choose one or more categories from the classification of activity. After you receive a written confirmation of a trade registration, you have to go to the National Statistics Agency (Główny Urząd Statystyczny, GUS) to apply for a REGON number. The REGON is used on a number of other forms so you will be blocked without it.

You will then need to register at the ZUS (social insurance) and apply for a tax number (NIP) and if you need it register your business as a VAT taxpayer (VAT-UE) at the tax office.

Registration of business activity by natural persons takes place at the Business and Information Central Register (CEIGD) and the CEIGD-1 form is available via the Internet or at the office.

Business activity can be started as early as at the date of filing. Naturally, the application can also specify a different (later) date of commencing the business.

The most common types of business activity are commercial companies, in particular, the limited liability company and the general partnership. A commercial company is a form of cooperation between at least two persons, save for the limited liability company and the joint-stock company, which may be established by a single entity, provided that the founder is not a one-person limited liability company. In order to set up a company it is necessary to prepare a deed of association (or articles of association) in writing in the form of a notarial deed (except for the general and professional partnership). Limited companies can start business operations even before they are entered into the register as limited companies in the process of formation.

Businesses starting up as commercial companies and partnerships can begin to operate after they are added to the register of entrepreneurs in the National Court Register (KRS). It covers both partnerships and companies as well as other entities (associations, cooperatives, foundations, etc.). The register is publicly available – everyone has access to it and may obtain the appropriate certified copies of documents on their company or another one – for example, their contractor or debtor. It is designed to ensure universal access to fast and reliable information on the legal statute of the registered subject (Central Information Centre of KRS), the most important facts about their financial situation as well as the method of their representation.

### **3.2 Laws in support of handmade trade**

#### **Intellectual property**

Intellectual property is one of those areas where competitive advantage over other market players can be secured relatively easily. Registration of property rights also provides significant tax benefits: industrial property rights, being intangible assets, can be subject to amortisation, thus reducing the taxable profits; licensing can be the source of income, but it can also constitute an instrument of inter-company structuring of costs. Polish intellectual-property law distinguishes between industrial property rights, copyrights, associated rights and unfair competition.

#### **Trade marks**

Trade marks are protected under the Industrial Property Act by virtue of their registration with the Polish Patent Office. Where a trade mark is infringed, its holder may demand that infringement be

ceased and prohibited in future, that the results of the infringement be remedied, that any unlawful profits be surrendered, and that all losses be compensated (also in the form of a lump-sum compensation equal to the amount due for the licence or trade mark infringed, which facilitates claiming damages regarding the burden of proof). The holder can also demand that the products bearing counterfeit trade marks be destroyed and that the judgment be made public.

Even before filing the law suit, the trade-mark holder may be granted an injunction in order to cease the illegal traffic for the time of the proceedings; an injunction can also be claimed in order to preserve the evidence, as well as to obtain the relevant information, including from third parties, about the channels of distribution and storage of the counterfeit products (all of these claims apply in general to other industrial-property rights). An exception from the rule of trade-mark registration concerns well-known trade marks. They can enjoy protection from identical or similar goods or services even they are not registered.

A trade mark is protected for a period of 10 years from the date when an application for protection is filed with the Patent Office. After that, it is possible to apply for extensions.

### **Patents and inventions**

Patents are granted for inventions that display the required level of innovation compared with other inventions, and which are suitable for commercial exploitation. They are protected for 20 years from the date when applications for protection are filed with the Patent Office. Recent legislative changes to the Industrial Property Act have brought Polish law into line with European Patent Organisation requirements. Poland has been a member of the EPO since 1 March 2004.

An invention (including industrial designs and utility models) created by an employee or a contractor as part of that person's duties is owned by the employer or ordering party. If, however, the invention was created outside the scope of those duties, but with the assistance of any undertaking in the invention process, then that undertaking enjoys the right to exploit the invention for its business purposes, against fair compensation paid for up to five years (unless the agreement provides otherwise).

### **Copyright and associated rights**

The Act on Copyright and Associated Rights distinguishes moral (i.e. personal) and economic copyrights. In broad terms, moral rights are aimed at

protecting the author's relationship with the work and include the right to:

- Be credited as the author of the work
- Have the work published in the author's name, anonymously or pseudonymously
- The integrity of the work (not to have the work altered or destroyed without consent)
- Decide on the first publication of the work
- Supervise the use of the work

### **Finance and investment**

In practice, the scope of protection granted by personal rights depends to a considerable extent on the circumstances of the case, including the character of the work, its artistic or scientific value, the degree of creativity involved, as well as the accepted and approved practices of a given industry or artistic circle. On the other hand, economic copyright is transferable.

The most widely used source of information on financing sources are the labour offices, although bank websites are also used frequently by those in the process of starting a business .. Polish research has identified several challenges for entrepreneurs in accessing information about potential sources of start-up financing. Key challenges include poorly disseminated information about the financial institutions and investors; low quality of staff who interact with entrepreneurs; low quality of information available on websites; and information that is too dispersed .

### **Grants**

Business start-up grants for entrepreneurs are financed from the Labour Fund or the ESF. Grants offered from the Labour Fund are typically intended for unemployed people who are registered with the district labour office or graduates of social integration centres or social integration clubs. Entrepreneurs starting from unemployment can receive up to 600% of the national average monthly salary. The applicant is required to run the business for at least 12 months, otherwise the grant must be repaid. Women who want to open small craft businesses are able to access these grants.



Regional Operational Programmes for 2014-2020 offer grants (and loans) for start-ups under the following Priority Axes: Labour Market, Regional labour market, employment. Regions target their programmes to groups who face the greatest difficulties in the labour market, which includes people with disabilities, women returning to the labour market from maternity and people over the age of 50. People are only eligible for such programmes in 8 regions (out of 16 regions). Regional Operational Programmes have been approved by the European Commission for the current programming period (2014-2020)

**Disabled women may also apply for subsidies from the State Fund for the Rehabilitation of Disabled People (PFRON).**

Grant beneficiaries were very positive about the usefulness of support, especially grants from the measure 6.2 PO KL (Operational Programme Human Capital). Only one in five respondents indicated that in the future the amount of the subsidy should be increased. 10% of respondents indicated that the settlement of the subsidy was very or fairly cumbersome and pointed to the need to simplify the related procedures

### **Repayable instruments**

There are 83 programmes, funds or schemes in Poland that offer loans for business start-up and some of these offer targeted loans for young businesses (i.e. that have been in operation for less than 24 months). Most of these loans are made to businesses in retail or wholesale and nearly all of these loans are less than PLN 25 000 (approximately EUR 6 000) .

Preferential low-interest loans, such as Wsparcie w starcie, are also available to female under the Regional Operational Programmes. Wsparcie w starcie is dedicated to two groups of youth: those who are in their last year of high education or have graduated within the last 4 years, and those who are 15-29 years old and are registered as unemployed. This programme is managed by the BGK on behalf of the Ministry of Labour and Social Policy. Youth can access a loan of up to 20 times the national average salary in the last quarter. In 2014Q4, this was PLN 78 853.40 (approximately EUR 18 900). Most of the surveyed beneficiaries consider this form of support as much-needed and many favoured low-interested loans over grants.

The European Union also supports access to finance from micro, small and medium-sized enterprises through JEREMIE. This initiative provides both loans and loan guarantees for business creation. . These products are intended to address gaps in the financial market. Within the last 5 years, 22 641 companies in Poland have used JEREMIE products (i.e. mainly micro enterprises, not necessarily youth entrepreneurs): 54.5% were loans, 31.8% were guarantees and 13.7% were portfolio guarantees.

Repayable instruments are increasingly favoured by the government over grants. Youth entrepreneurs have various options, including targeted financing programmes for innovative businesses, as well as start-ups by disadvantaged youth (e.g. NEETs). However, the microcredit industry (i.e. the private sector) is under-developed in Poland (EMN, 2013), which is a key source of financing for youth, especially those who are seeking small sums of financing. Policy makers can support the development of the microcredit industry by developing a legal framework for the industry.

### **3.3 Fiscal and taxation aspects in Poland for the sale of handicrafts**

Until recently, to sell handicrafts, it was necessary to register a business or set up a company as part of the Academic Entrepreneurship Incubators. In Poland from 30/04/2018 laws will change and a law called the business constitution will enter into force, which assumes that people conducting business activity whose revenues do not exceed 50 percent of the minimum wage will not have to register their activities and thus pay premiums. This applies, among others, to people who want to deal with the sale of artistic handicrafts, provided that, of course, their business will not be more profitable than it is established in the Act

Besides there are two acts referred to simultaneously refer to the attestation of products by artistic and ethnographic commissions, which is important for tax reasons.

#### **Validation:**

1. The test is a document assigned to a given product, made in a specified, handicraft manner. A change in the way the product is made for a product other than that entered for approval, results in its cancellation. The certificate received is valid for 12 months from the date of approval. For issuing the certificate a fee is charged depending each time on the Commission's decision. Lack of payment results in cancellation of the issued certificate.

The certificate is issued by certifying entities. In the Decree of the Minister of Finance of 4 November 2011 on the tax card rates, the amount to which you can perform services in the conduct of certain services except for benefits to the public, and quarterly lump-sum rates on incomes of parish priests and

vicars, in force in 2012 (Annex 1 ) as attesting entities indicated: ethnographic and artistic commissions of the Association of Folk Artists, the "Cepelia" Foundation - Polish Art and Handicraft and the Foundation for the Protection and Development of People's Creation. In turn, the Act on tax on goods and services, in Appendix 3, indicates as the entity attesting the National Artistic and Ethnographic Committee.

2. In practice, the certificate allows both creators and sellers to apply a reduced VAT rate to products having the certificate. It also gives the possibility of settling income tax rates based on flat rates. Lack of the certificate obliges in most cases to apply the standard VAT rate.

#### **4.Hand-Made**

Handmade products are now widely appreciated. Handmade jewelry, felt bags, ecological wooden toys and furniture with a unique design win the hearts of those, who like unique and surprising. Artists, designers and craftsmen receive a lot of new orders, and their existing products gain a lot of interest.

There was a return to the roots. Traditions and forgotten techniques are rediscovered.

Handicraftsmen create their work using traditional techniques. They often decide to modernize old methods and adapt them to the needs of a modern consumer. They take care of the smallest details. This translates into careful workmanship and the highest quality of the offered products. Customers want to surround themselves with beautiful objects that are distinguished not only by their ingenious design, but also by their durability and reliability. Manual production also allows the matching of items to individual needs.

##### **4.1 Profile of the Handmade**

Many women in Poland deal with handicrafts. They deal with this in a hobby, but over time it can turn into a passion, and the products of talented hands and enlightened minds are sold in such places as bazaars, stalls at the street, or on advertising or auction portals. Profile is wide, from unemployed mother, young students to professionally active women, who search for passion, relaxation, self-realization.

In the list of craft occupations there are over 60 professions considered to be related to art. Many of them are currently called dying occupations.

The most important professions of handicraft in Poland are:

- gold and jewelery (jewelery, gold and other precious materials),
- embroidery (embroidery on various kinds of fabrics and leathers, often with the use of silver and gold threads, - sequins, beads and precious stones),
- bookbinding (decorative book covers, leather, canvas and other materials),
- artistic blacksmithing (decorative grids, balustrades, fittings, lanterns, door locks, etc.),
- artistic masonry (commemorative plaques, tombstones, monuments, sculptures, elevation elements, etc.),
- bronzing (cast objects of bronze, copper and brass: bells, cannons, statues, candlesticks, etc.),
- engraving (manual ripping and carving in metal),
- shoemaking (custom-made luxury footwear),
- artistic hand-made (artistic and luxurious leather goods),
- lace (lace and garment fabrics),
- artistic weaving (decorative fabrics and clothing),
- artistic carpentry (artistic furniture and wooden decorative elements),
- armoring (armor, shields, helmets, swords, sabers, halberds, etc.),
- artistic glass (glassware and decorations, crystals and mirrors),
- stained glass (monumental stained glass, stained-glass lamps),
- artistic ceramics (faience, stoneware and porcelain: dishes, tiles and small decorative items).

Often, the creators have a dilemma, which products can be considered as folk and artistic handicrafts. Answers can be found, among others in tax regulations.

Pursuant to the Act of 24 September 2010 amending the act on personal income tax, the act on corporate income tax and the flat-rate income tax law on certain revenues earned by natural persons to folk and artistic handicraft products , approved by artistic and ethnographic commissions, include the following groups:

- products of folk and artistic handicraft made of metal,
- folk and artistic handicraft products from ceramics,
- folk and artistic handicraft products made of glass,

- folk and artistic handicraft products made of wood, wicker, straw, corners, reeds, lupins and paper,
- folk and textile handicraft products,
- folk and artistic handicraft products, clothing,
- folk and artistic handicraft products, leather,
- folk and artistic handicraft products not mentioned separately.

A detailed list of products specified in the above Act, together with the PKWiU designation, you will find

At the same time, the Act on Value Added Tax, in Appendix No. 3, indicates the following products, items of folk art and handicraft and folk and artistic craftsmanship:

- Tablecloths and tablecloths - only table linen embroidered in cotton, flax and other fabrics;
- Interior furnishing products, not classified elsewhere; sets of fabrics and yarn for making rugs, tapestries, etc. - only bedspreads and covers for beds;
- Tullies and other net-shaped products, excluding woven and knitted fabrics; lace in the piece, in the form of tapes or applications - only lace products (crochet, block, frywolitkowe, wire, needle);
- Other outerwear - only folk and artistic handicrafts, clothing, except for used folk and artistic handicrafts, clothing;
- Saddlery made of any material intended for animals, excluding whips, riding and walking sticks;
- Barrels and other coopers' products made of wood - only barrels and barrel sets made of coniferous and deciduous wood;
- Table and kitchen utensils, made of wood - only: boards, spoons, spoons, forks, tongs, rollers, pestles, truncheons, other table and kitchen utensils;
- Inlays and mosaics, cassettes and caskets for jewelry or cutlery and similar articles, statuettes and other ornaments, of wood - only decorative accessories made of wood;
- Frames for paintings, photographs, mirrors or similar objects, and other products made of wood - only:
  - 1) products for domestic use, wood (shredders, churners, toilet paper boards, etc.)
  - 2) utensils and equipment for washing wooden (tare, tongs, etc.)
- Straw, esparto and other plaiting materials of a type used for plaiting; basket and wickerwork products - only:
  - 1) basketry and basketry products made of croissants and wicker,
  - 2) basketball fancy goods from exotic reed,
  - 3) basketry and other products, of plant materials, other, not mentioned specifically,
  - 4) basket from the store, basketry and other items from the wrist
- Cigarette paper, reels, coils, spinning coils and similar carriers of paper pulp; paper and filter paper; other articles of paper and paperboard, not elsewhere classified - only:
  - 1) decorative and ceremonial art products,

2) folk and artistic cutouts.

- Other plastic products - only ornamental and ceremonial plastic products;
- Tableware, kitchen utensils and other household and toilet articles, excluding from porcelain, also from China - exclusively pottery for decorative use;
- Statuettes and other ceramic decorative products - exclusively decorative and pottery pottery, sculptures, bas-reliefs;
- Swords, sabers, cordboards, bayonets, lances and similar weapons and parts thereof - only military;
- Other non-precious metal products, not elsewhere classified - only artistic blacksmith products
- Other stringed musical instruments - string only;
- Parts and accessories for musical instruments;
- Dolls depicting only human figures;
- Christmas, festival, carnival or other entertainment products, including accessories for magical arts and jokes - exclusively: pottery, decorative-use, decorative-ritual artefacts;
- Other various products, not elsewhere classified - only: sculptures, reliefs, ornamental and decorative art.

#### **4.2 Handmade production market**

Handicraft is more and more valued in Poland. A similar tendency is also visible in other countries. This is evidenced by, among others increase in sales of such products on the web. It turns out that the sale of handicrafts in the world grows by up to 30% annually. In this case, the Internet is the most convenient shopping channel, because it allows you to easily promote your products reaching a significant number of recipients. At the same time, it enables fast but safe transactions using popular shopping websites.

Although handicraft fashion came to Poland only a few years ago, it turns out that the Poles quickly began to appreciate jewelry or decorations made without the participation of any modern technologies, only thanks to the talents of talented people. However, the growing popularity of such products is gained not only by those who manufacture handicrafts, but also websites that mediate in its sale. These are not only general auction portals, but increasingly also applications created on thematic websites devoted to handicrafts.

#### **4.3 Marketing tools used**

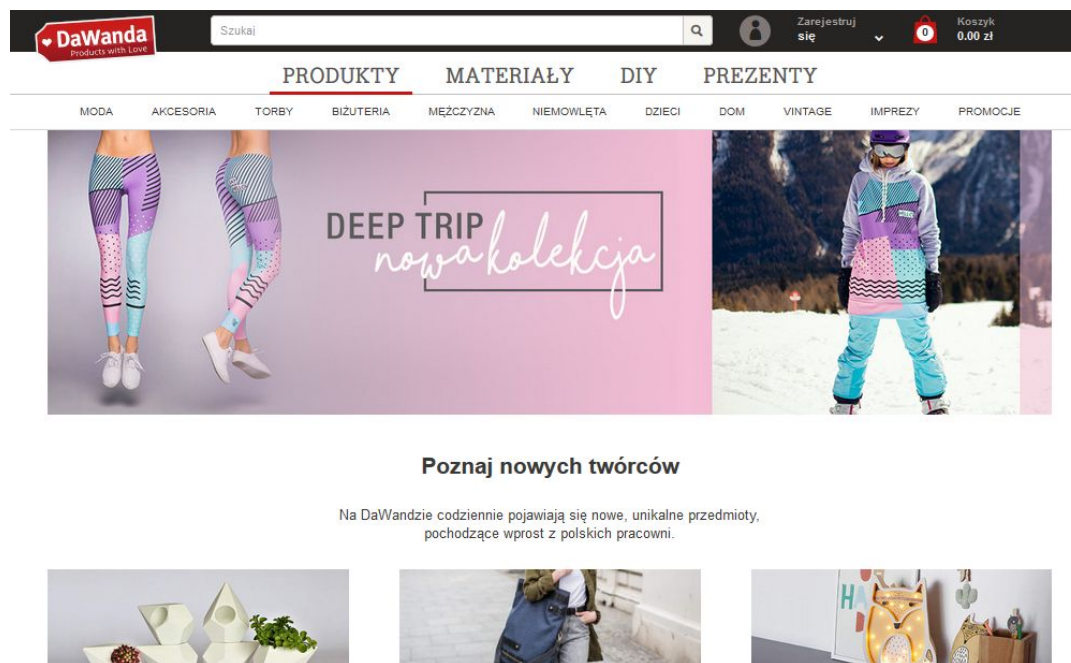
##### *Internet stores*

In Poland, the largest websites used to sell handicrafts are Pakamera and DecoBaazar. The annual growth of the first one is comparable to that recorded by etsy.com and amounts to approx. 25% -30%. The most popular handicrafts sold in the network are jewelery and decorative elements, but more and

more are also other products. Among them appear, among others toys, furniture, clothes for both people and animals.


Although it is possible for everyone to create handicrafts, it does verify that retailers verify that the displayed goods are genuine and that they are of appropriate quality. This means that the number of creators registered on one portal does not exceed 1500 people.

DaWanda- a huge German website for the sale of handicrafts and objects related to broadly understood design. Very tasteful appearance, ease of setting up an account, clear and transparent terms of use are the main advantages of this platform. The commission is 10% which is also not a high rate compared to other portals. So where are the cons? As I mentioned earlier, DaWanda is a German service, so when selling Polish handicrafts, we're shooting German business. It does not suit me a bit, but it's only my subjective opinion. The second downside of this platform is low sales without promotion, linking on all possible portals. But almost every store and handicraft is struggling with it. In general, DaWanda is a decent platform where it sells nicely and pleasantly. If, of course, you can sell something.



**Artillo** - Polish shop with handicrafts and objects made of fabrics. Immediately after entering the site you will notice an interesting and easy-to-use store. Its principles are also transparent. Each artist or group of artists here establishes their boutique. In this boutique you can only sell hand-made items and materials for making them. Creating an account is free, fees are only charged at the time of sale. The commission on sales is 5%, which is one of the lowest on our market. In addition, it is payable to

promote your boutique / item on the home page. The fee for the promotions is calculated based on the number of impressions and is PLN 1.5 per 1000 impressions. I think Artillo is very a good place to sell handicrafts, has a very transparent rules and from what I know attracts the attention of customers.

Wywiady | DIY | Blog | Strefa sprzedawcy 


Gość: Zaloguj | Zarejestruj się

Otwórz butik


Artillo

wyraż siebie


Niepowtarzalne produkty handmade

Szukam... 

BizuteriaModa i GalanteriaAkcesoriaPapeteriaDla dzieckaDla domuNowościKoszyk



Znajdź idealny prezent!



W Artillo.pl znajduje się aż **82 039** wyjątkowych produktów!  
Znajdź idealny prezent w kilka sekund!

Dla kogo

☐ Mamy

☐ Kobiety

☐ Dziadka

☐ Żony

☐ Mężczyźni

☐ Babci

Z jakiej okazji

☐ Imieniny

☐ Walentynki

☐ Rocznica

☐ Chrzcziny

☐ Ślub

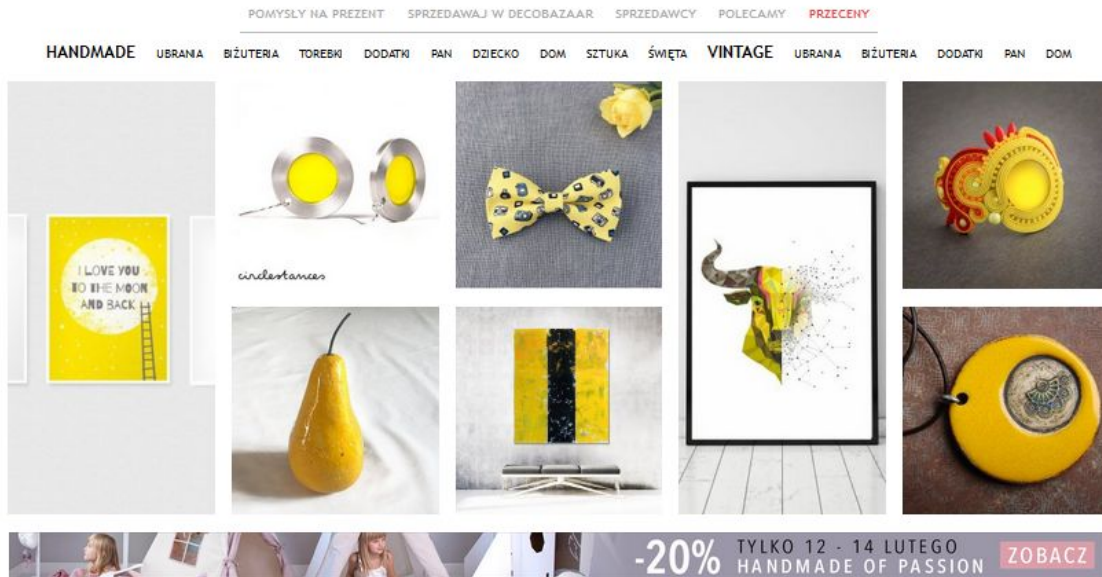
☐ Roczek

w cenie od 0 zł do 5000 zł

**DecoBazaar** - "we are a gallery of modern handicrafts. We work with many talented hand made designers. On our website you will find only selected products such as clothes, jewelry or handbags, all handmade, of the highest quality materials" - you can read on the main page of this portal. Looking through their offer, it is difficult to have any doubts. The commission on sales is 25% gross. It is so much higher than in the Artillo described earlier. It is also the only payment charged from sellers listing their items. An interesting thing is the opportunity to present live works in their showroom in Wrocław. I do not know that any other, large handicraft sales platform had such an option. An important and very good element of this platform is selection. It takes place before giving the user the status of the seller, based on the photos of the work. It is a very important matter for the development of Polish handicrafts. The number of fans on facebook account is also impressive, where they present selected works and lists (over 80,000 fans). In summary, DecoBazaar is another great place to sell handicrafts. The attention of the creators of this portal to the quality of handicrafts, which is sold there, deserves praise in particular.



# DECOBAZAAR

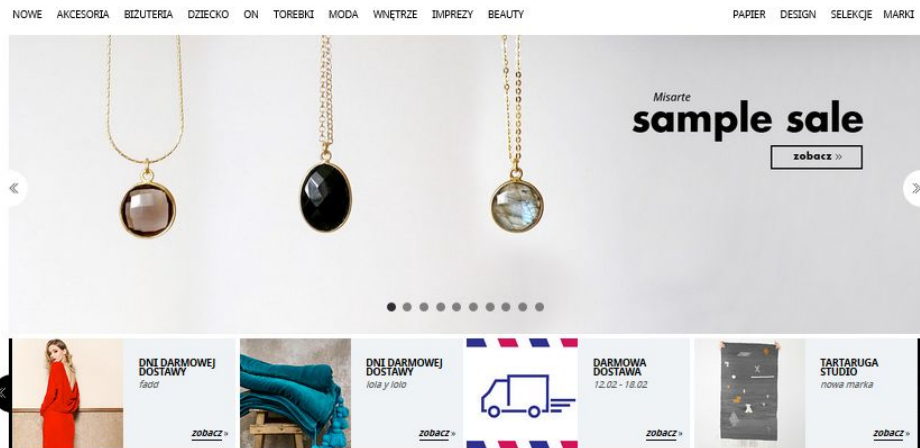


**Silver Agraph** is quite a specific portal for selling handicrafts. More than 40,000 "artists" accounts are already registered on this website. Lack of any selection makes the quality of the handicraft presented there is very low, even negligible. This creates unhealthy price competition, just like on Allegro. On the other hand, the low popularity of SilverAgraphy on facebook testifies to how little popular this portal is among consumers. It is also worth adding that Interia is the owner of this platform and let us not deceive ourselves, does not strive to develop it. A positive aspect is the "articles" tab, where tutorials describing the production process of handicrafts are often shown. It is also worth adding that the use of the website is completely free. Unfortunately, in my opinion, SrebrnaAgripka occupies the last place among platforms for the sale of handicrafts.

**Pakamera.pl** is one of the best Polish online stores in the eyes of Internet industry experts. Every year, he receives distinctions in the field of running and promoting online business. The store was founded by a couple of students who, after returning from holiday in 2005 started to sew bags in the pattern of those seen in Las Vegas, sells to several friends and after they set up an online store. The store has been dynamically growing and has not been kept for 13 years. The store promotes independent fashion AND handmade. Success owes thanks to the passion and commitment of the owners. At the moment, Pakamera is the largest online platform of its kind in Poland. Pakamera is the artistic space of the Polish

Internet community. Jewelry, interior design and other items appear systematically in the articles of online portals, in magazines or on the most widely read blogs.

**pakamera.pl**



Other popular ways used in marketing are blogs. A blog is a great way to present yourself and your handicraft products, as well as gain new customers for products. Currently, blogs are places where many people seek advice and inspiration. Today's handicraft can't exist without social medias like facebook, Instagram, youtube, pinrest. Participating in fairs, organizing workshops let to create new cooperation with other stakeholders. In handicraft often first customers are family or friends, then we can't forget how powerful might be whisper marketing - reliable way to promote hand-made products.

## 5.Conclusions

Today the world is going through a new day: now women, having worked all day, spend the rest of the day with their hobby - sewing, knitting, decorating the home and creating unique hand-made gifts. Those who once dreamed of buying, today are losing money for the initial materials to create themselves. Passion can turn out to be a way of life as shown by the success stories of other craftsmen. A package of appropriate skills, knowledge of tools can become the key to success.