

INTRODUCTION

The past year has been full of unprecedented challenges, but at Lost in Samsara we have never lost sight of our mission. Keeping the business afloat while continuing creating job opportunities for marginalised artisans and communities has been particularly difficult at the start of the year. Despite the odds we managed to pivot and produced recycled face masks that helped us and the artisans continue working. In the second part of the year things seemed to be back to some kind of normality. We have expanded our wholesale side of the business and focused our efforts to increase our online reach. These efforts have allowed us to keep the production up and the artisans have been able to work throughout the year. Despite turnover has been halved, profits have been the same and we are incredibly pleased that we have been able to deliver such a result.

In the following pages we'll explain in more details what we have achieved in the past year. We hope that as we slowly come out of the Covid 19 crisis, humanity common effort, imagination, love for life itself can usher us into a world that we only dared dreaming, until now.

MESSAGE FROM US

At Lost in Samsara we believe we can make a positive impact and that our products can benefit not just the artisans and communities that make them but also the environment. We believe our duty is to create collections that use recycled or sustainable materials when possible and that are long lasting so not to impact further our fragile eco-system. We also believe our products can do more and that is why we also support amazing environmental projects.



OUR PRIORITY SDGS

There are 17 SDGs (Sustainable Developments Goals) and 169 targets in total. While they are all important and interrelated, we focus in particular on:



01. No Poverty

Lost in Samsara is committed to end poverty in all its forms and in order to do that we focus on creating job opportunities for mainly disabled people who have often been refused work because of their conditions. In 2020 Lost in Samsara has been able to create 3 more jobs and training opportunities for people suffering from physical disabilities.



02. Decent Work and Economic Growth

Decent work transforms societies for the better, driving development that is more equitable, inclusive and sustainable. Lost in Samsara provides fair pay and partners with producers that strictly follow the fair trade principles or that are members of the AAC (Artisans Association of Cambodia) under the umbrella of the World Fair Trade Organisation.



03. Responsible Consumption and Production

Sustainable consumption and production is about doing more and better with less that is why we focus on producing products using recycled material that would have otherwise gone to landfill. Lost in Samsara also uses biodegradable packaging that can be either reused or composted.



04. Climate Action

Climate action means strengthening resilience and adaptive capacity to climate-related hazards and natural disasters, but also improve education and raise awareness. To fulfil the goal we partnered we organisations like One Tree Planted and EcoCart. Through One Tree Planted we plant one tree for every order in areas where they are needed the most. Through EcoCart we offer the chance to offset emissions at check out by supporting a water purification project in Cambodia.

At Lost in Samsara we believe that raising awareness is incredibly important as well and we use our social media to inform and generate discussions. By doing so we believe we can contribute to a much needed change in the way we think and consume.

WE ARE PROUD MEMBERS OF



MEASURING PROGRESS

Employment, training and education

Objective	Measure	Outcome
1) Individual has developed the necessary technical (hard) skills through employment, education or training (including literacy and numeracy, and job-specific qualifications)	<ul style="list-style-type: none">- Improved vocational preparation- Has attained job-relevant know-how- Has attained relevant level of experience	<ul style="list-style-type: none">• 3 more individuals suffering from physical disability have received training and they are now able to produce different accessories .
2) Individual has found a way to address barriers to employment, education or training (including childcare, disability or benefits issues)	<ul style="list-style-type: none">- Would be financially better off in work than not	<ul style="list-style-type: none">• Team at Smart Crafts has grown from 7 to 10. Individuals have been able to achieve independency and are now able to provide for their families.



WATCH

Go behind the scene with this short interview.

<https://www.facebook.com/watch/?v=1700570146794190>

MEASURING PROGRESS

Conservation of the natural Environment

Objective	Measure	Outcome
1) Conservation of Natural Spaces	<ul style="list-style-type: none">- Number of trees planted- Population numbers (changes) of wildlife/plant	<ul style="list-style-type: none">• 856 trees planted in total in 3 years. Over 300 trees in 2020.• 28% of transaction offset since starting supporting EcoCart with the water purification project in Cambodia
2) Recycling, waste and sustainable water use	Reduced waste (e.g. amount recycled, amount not going to landfill)	<ul style="list-style-type: none">• So far over 800kg of discarded material has been recycled and transformed into new products. Over 200kg in 2020.



NEXT STEPS

Lost in Samsara is committed to continue working towards the chosen sustainable goals in the coming years.



01. Respect the dignity of the people and provide fair pay for all

By creating meaningful employment



02. Promote sustained, inclusive and sustainable economic growth

By giving access to market to disadvantaged communities through a sustainable production and by using recycling materials



03. Take action to combat climate change and its impacts

By supporting NGOs and local community projects that actively promote sustainability and reforestation

CONCLUSION

We are grateful to everyone who helped us achieve these results and we hope to double our impact in the years to come.

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**More people
employed**



856

Trees Planted



800

**Kilos of material
recycled**



"The best way to predict the future is to create it."

