



World Crafts Council AISBL




Certificate Presentation, Protocol & Hospitality Guidelines (Post Designation)

Purpose and Institutional Significance

1. Purpose of the Designation

The **World Craft City designation** is one of the highest international recognitions conferred by the World Crafts Council AISBL (WCC-International) upon cities, towns, districts, clusters, or regions where craftsmanship forms an essential pillar of cultural identity, artisan livelihoods, economic vitality, tourism appeal, and sustainable development.

The designation is not merely ceremonial. It signifies that the city has been independently evaluated and approved under WCC standards for excellence in craft heritage, innovation, institutional support, community engagement, and future potential.

 This protocol sets out the official framework for approval confirmation, certificate presentation, representation hierarchy, dispatch procedures, and host responsibilities.

2. What the Title Reflects

The World Craft City title reflects that a city has become part of a respected global network of craft-led places committed to:

- Preservation of living heritage
- Promotion of artisan dignity and livelihoods
- Innovation in craft production and design
- Sustainable local economies
- Cultural tourism and creative identity
- International exchange and cooperation

Because of its symbolic, diplomatic, and institutional importance, the issuance and presentation of the World Craft City Certificate must be governed through a formal protocol that preserves the prestige of the recognition, the authority of WCC AISBL, proper order of representation, consistency across countries and regions, transparency in procedure, and appropriate travel and hospitality standards for official delegates.


Official Representation and Order of Presenting Authority

3. Principle of Official Representation

The World Craft City Certificate represents the formal authority of the World Crafts Council AISBL and shall only be issued or presented by **duly authorized office bearers or designated representatives** acting under written authority.

The certificate should normally be handed over only to the highest appropriate public authority representing the city or region, including:

- Minister responsible for relevant department
- Mayor / Governor / Municipal Commissioner
- Regional President / Provincial Head
- Ambassador / Diplomatic representative (special cases)
- Equivalent statutory authority formally nominated by the host government

 The certificate should not ordinarily be handed to private individuals, NGOs, commercial bodies, or event organisers unless exceptional written approval is granted by WCC Headquarters.

4. Order of Presenting Authority



Primary – President of WCC AISBL

Principal authority; highest ceremonial level of presentation.



Secondary – Vice-President

Where the President is unavailable; carries full institutional validity.



Tertiary – Director General

Where both President and VP are unavailable; carries full institutional validity.

- In rare exceptional circumstances, WCC HQ may authorize a Regional Director, Additional Director, or Special Envoy appointed in writing.

Confirmation, Certificate Issuance and Official Register

5. Confirmation Letter

The Confirmation Letter shall state that the city has been formally approved as a World Craft City, endorsed by the President and Board of WCC AISBL, and that the official certificate shall be issued and dispatched separately through WCC Secretariat.

Ceremonial and temporary in nature — does not replace the formal certificate.

6. Certificate Dispatch Protocol

Where the certificate is not physically presented during the event:

- Signed, sealed, and entered into the official register
- Dispatched through registered post, diplomatic bag, or secure courier
- Dispatch details recorded and communicated to the host city

The Secretariat shall maintain proof of dispatch and delivery.

7. Official Certificate Register

WCC Secretariat shall maintain a permanent Certificate Register containing:

- Serial number, city/region name, country
- Craft category / sector
- Date of approval and ceremony
- Name of presenting and receiving authority
- Dispatch details and notes on special circumstances

- ✔ The Certificate Register serves as the permanent official institutional record of all World Craft City designations worldwide.

Travel, Stay and Local Hospitality Protocol

8. General Principle

As the designation ceremony is hosted for the benefit and prestige of the applicant city, the **host city / organizing authority shall ordinarily bear all official travel and hospitality expenses** of invited WCC representatives. This reflects standard international protocol for invited dignitaries.



A. Air Travel

- Return international airfare
- Appropriate travel class based on rank, distance, and journey duration
- Domestic connecting flights if required
- Airport fast-track assistance where available



B. Ground Transport

- Airport transfers
- Dedicated official vehicle during programme
- Protocol transport for meetings and ceremonies



C. Accommodation

- International standard hotel
- Safe and reputable location
- Single occupancy rooms for senior delegates
- Breakfast included
- Early check-in / late check-out where schedule requires



D. Meals & Hospitality

- Hosted official meals
- Working lunches / dinners
- Refreshments during programme
- Cultural hospitality appropriate to local customs



E. Administrative Support

- Invitation letters for visa
- Protocol liaison officer
- Interpretation support
- Emergency assistance contacts

Rank-Based Standards & Delegation Size

9. Rank-Based Hospitality Standards

9.1 WCC Central Office

Accorded with arrangements commensurate with international leadership status:

- Business class / premium travel (subject to route length)
- Premium accommodation
- Dedicated protocol officer
- Senior government reception where appropriate

9.2 Regional / Additional Director

- Professional standard economy/business depending on route
- Premium accommodation
- Local transport and programme support

10. Delegation Size and Additional Members

Where the President or senior leadership attends, accompanying delegation members may include:

→ Secretariat Officers	→ Technical Advisor
Secretary General and Deputy Secretary General	Regional Directors or their designated representatives
→ Media / Documentation Officer	→ Regional Representative
For official coverage and institutional records	As appropriate to the host region

⚠ Hospitality for additional delegates must be agreed in writing in advance.

Designation Ceremony Standards and Protocol

11.1 Ceremony Programme

The designation ceremony should ideally include:



11.2 Publicity and Branding Protocol

All official materials must correctly use:

- **World Crafts Council AISBL** – full institutional name
- **World Craft City** title – exact nomenclature
- Official city craft category (if applicable)
- Approved logos / branding only

Draft publicity should preferably be shared in advance with WCC Secretariat for review and approval.

11.3 Speaking Time for Delegation Members and Stage Protocol

Format	Minimum Speaking Time
Virtual message	5 - 7 minutes
Physical presence	7 - 12 minutes
If Keynote	Additional time as agreed

Host shall ensure proper seating / stage placement, name titles correctly displayed, and interpreter if required.

Misuse, Legal Status and Spirit of the Ceremony

12. Misuse and Unauthorized Actions

⊗ No regional office, national entity, external organisation, or private party may undertake any of the following unauthorized actions.

✗ Print certificates independently

✗ Announce designation without approval

✗ Present unofficial certificates

✗ Use misleading logos or titles

Such actions may result in **suspension, disciplinary measures, or legal response.**


13. Legal Status


The World Craft City Programme, certificate design, title, nomenclature, methodology, and associated insignia are the **intellectual property of the World Crafts Council AISBL**, governed under Belgian jurisdiction. Unauthorized imitation or adaptation is prohibited.


14. Spirit of the Ceremony




Every presentation ceremony should celebrate not only a city, but the artisans, makers, communities, and traditions that built it.

 Human Skill

 Cultural Memory

 Sustainable Futures

 Shared Prosperity

Conclusion

Craft is not merely heritage of the past – it is a living force shaping the cities of the future.

This protocol ensures that every World Craft City designation is conferred with **dignity, clarity, fairness, and global prestige**. Each ceremony should demonstrate that craft is not merely heritage of the past, but a living force shaping the cities of the future.

Dignity Every ceremony upholds the highest standards of civic and cultural honour.	Clarity Transparent procedures ensure consistent recognition worldwide.
Fairness Uniform standards applied across all cities, regions, and countries.	Global Prestige A designation that carries the full weight of WCC AISBL's international authority.

- ✔ The World Crafts Council AISBL – connecting craft cities, celebrating artisans, and building a sustainable creative future for communities worldwide.

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