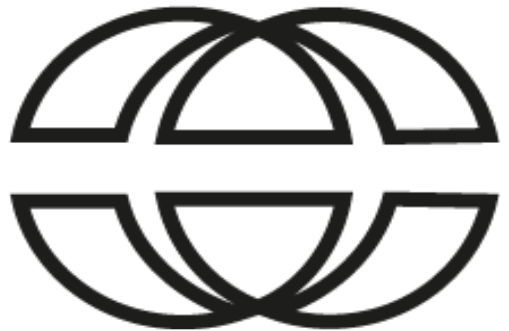


**Application Kit  
2021-2022**



**WORLD CRAFTS COUNCIL**

# Award

## Of Excellence for Handicrafts

Submission & Evaluation

This kit contains all documentation relating to the application process for the World Craft Council (WCC) “Award of Excellence for Handicrafts” 2021 – 2022.

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## **About the Award**

The WCC “Award of Excellence for Handicrafts” aims to encourage designer-makers, artisans and craft makers to produce and create new forms of handicrafts using traditional, heritage and/or contemporary craft resources and practices to ensure the continuity, sustainability and innovation of craft systems. It is WCC’s flagship programme for supporting makers (In this document, ‘makers’ will be used to encompass artisans, craft maker and designer-makers).

### **Objective 1: Establish rigorous standards of excellence for handicrafts**

The WCC “Award of Excellence for Handicrafts” aims to promote quality crafts that uphold rigorous standards of excellence. It aims to maintain the integrity of craft practices and to benchmark quality when purchasing awarded products that are made responsibly, both socially and environmentally.

### **Objective 2: Encourage innovation**

While it seeks to promote the continuation of traditional skills and/or manual practice, the WCC Award also encourages innovation in order to explore the frontiers of handicrafts while ensuring that craft products and practices (traditional and/or otherwise), and manual skills remain relevant, valuable, and marketable in modern life.

### **Objective 3: Offer training and support services**

The WCC programme aims to facilitate capacity-building and training workshops to assist makers to improve their products, practices and protection of their intellectual property rights.

### **Objective 4: Provide new opportunities to ensure sustainability of handicraft industries**

The handicraft sector plays an increasingly significant role in local economic development, poverty alleviation and the wellbeing of a community. By providing new market opportunities, the programme aims to enable makers to establish sustainable livelihoods. This will be achieved through developing networks of makers and buyers through exhibitions and trade fairs.

Beyond economic sustainability, conferring the Award on craft products will also enhance the visibility and confidence of the maker and craft practice amongst the local community.

## Handicrafts

*Handicrafts are defined as products that are produced either completely by hand or with the help of tools. Mechanical and/or digital tools may be used as long as the direct manual contribution of the maker remains the most substantial component of the finished product. Handicrafts are made from raw materials that are ecological sourced and /or recycled and can be commercially reproduced without infringing on the integrity of the work. Such products can be utilitarian, aesthetic, artistic, creative, culturally expressive, decorative, functional, traditional, religiously and socially symbolic and significant.*

(Adapted from the definition for crafts/artisan products at the UNESCO/ITC International Symposium on “Crafts and the International Market: Trade and Customs Codification”, Manila, Philippines, October 1997)

The Award will be granted only to handicrafts produced from one or a combination of natural, recycled or composite materials. Following is a list of some of the materials from which products can be made, and/or from a combination of materials. This list is provided as a guide for producers and is by no means exhaustive:

- Textiles (e.g. cotton, silk, linen)
- Natural fibers (e.g. bamboo, vetiver, grass, rattan)
- Ceramics (e.g. clay, earthenware, pottery, stoneware, porcelain)
- Wood (including paper and lacquer ware)
- Metal (e.g. silver, gold, bronze, iron, pewter)
- Stone (e.g. precious, semi-precious, jades)
- Others; materials not included in the above. There are two sub-categories:
  - Other Natural resources (e.g. animal hide, shell, horn, bone, etc)
  - Composite Materials (e.g. Acrylic Glass, Polycarbonate, etc)
  - Recycled materials

## The WCC “Award of Excellence for Handicrafts”

The Award of Excellence for Handicrafts was established by UNESCO in 2001 under the name of Seal of Excellence. Owing to its success, the programme was expanded worldwide. Since 2014, WCC is continuing the programme of the award under the patronage of UNESCO within the Asia Pacific Region and now, WCC AISBL. The Award is coordinated by the following partner organizations:

Africa, Asia Pacific Region, Europe, North America, Europe and Latin America.

## Benefits

The producers of awarded products benefit in the following ways:

### **Certificate of excellence**

Each product recognized with the WCC Award is given a certificate. The certificate can be used as a promotional tool (for a specific product or a product line) to attest the quality and authenticity of a product.

### **Training and capacity-building**

WCC assists national members and sub-regional partners in facilitating workshops on product assessment, design and promotion for the makers of awarded products and programme applicants.

WCC Award of Excellence for Handicrafts conducts training programmes and quality innovation workshops to upscale the capacities of artisans and the craft sector.

It also provides opportunity for awarded products to be marketed at international fairs.

## The Process

### **• Submission**

Makers of handicraft products and product lines from participating countries are invited and encouraged to submit their highest quality items for consideration.

### **• Evaluation**

The evaluation generally takes place after the selection phase. Products that meet the programme standards receive the “Award of Excellence for Handicrafts”.

### **• Awarding**

Products that have obtained the “Award of Excellence” will be announced in May. The number of certificates awarded is at the discretion of the evaluation panel, which assess each submission, and may vary every cycle.

## Evaluation Criteria and Pre – conditions

Products that are granted the “Award of Excellence” meet the highest level of craft quality that is environmentally friendly in design, materials and production techniques which are distinguished as a benchmark of excellence. An international panel of experts, nominated by WCC evaluates submissions based on meeting ALL of the following four **criteria**:

### **• Excellence**

Demonstrated excellence and standard–setting quality in craftsmanship: determined by the use of high-quality materials, a high standard of technique and the special attention to manufacturing and finishing details.

### **• Authenticity**

Expression of cultural identity and traditional aesthetic values: demonstrated by a well-achieved application of aesthetic and cultural expression or traditional crafting techniques found in materials, tools, skills, the cultural characteristics of the products and even in the experience of the maker.

### • *Innovation*

Innovation may be revealed through design, function, material, tools, skills, techniques and production, demonstrated by an effective and successful blend of conventional and contemporary.

### • *Marketability*

Marketability of the craft products is defined as its appropriateness for its local, domestic and international markets and that the value of the product is fair, achieving a well-balanced price-quality relationship.

To be eligible and enter the evaluation, all submissions must first fulfill **two pre-conditions**. Products and processes must be:

### • *Eco-friendly*

Respect for the environment in materials and production techniques: Exemplified through the sustainable use of natural dyes, natural fibers, recycled materials and the use of materials and production processes that are environmentally friendly. Products that are functional, safe and not harmful to potential users.

### • *Fair*

Social responsibility: The producer must affirm that no labour law or copyright was violated and no individual or group exploited unfairly at any stage in the production of a handicraft submitted for the Award programme.

## Programme Regulations and Eligibility

1. The Award is granted every two years by the World Craft Council (WCC), in collaboration with regional partners.
2. The Award is open to individuals, community groups, cooperatives, designers and other craft organizations that produce commercial handmade product lines, and are capable of maintaining adequate stock levels to fulfil orders.
3. The applicant must reside permanently (for individuals) or be registered (for organizations) in one of the participating countries.
4. Only finished "handicraft" products will be accepted. Please refer to the definition of handicrafts below:
  - **Products of a purely artistic nature are not eligible**; the potential for replication/production while not infringing on the value or integrity of the product must be considered.
  - Sections of large products (i.e. carpet sample) to represent the actual product or semi-finished products (i.e. roll of textiles) will not be considered.
5. Products submitted without a complete and signed application form will automatically be invalid.
6. The Award is only valid for one product or one product line and the certificate or name cannot be used for the promotion of other products manufactured by the same maker if these products have not been submitted to and awarded by the program.

7. The certificate can be reproduced in unlimited number for promotional purposes. **Applicants who are not direct producers are responsible for sharing the certificate and programme information with the artisan.**
8.
  - (a) Awarded products will be retained for educational and promotional purposes by WCC or its partners.
  - (b) Products not awarded can be returned to the producer **at their own cost upon written request**, through the national or sub-regional partners or national commissions, depending on the local organizational structure.
9. All patent, copyright and other reproduction rights are retained by the maker.

## Application Requirements

All of the application requirements must be adhered to for an application to be successful.

**Please read carefully.** Send your complete application to the national or regional partner listed.

Completed and signed application forms: Please provide all the requested information about the product, otherwise the product cannot enter the evaluation process and will be excluded.

Any details provided will be treated with confidentiality and will not be made public.

### Photographs and Video

- 1) 12x17cm (5x7 inches) photo of the sample handicraft and product photos of the major production steps
- 2) **The photograph of the product will be used for the certificate and website.** Therefore, it is important that a high-quality picture is submitted (either in photo, slide or digital format).
- 3) A video of documentation of the process and the final product to view all the sides of the product. The video needs to be in good light and of good quality.

For internal process only (not to be filled by applicants):

Ref: SEA/SA/CA/EA/WA/SP

Application Complete

Information Missing

## Submission / Application Form

### WCC-Award of Excellence for Handicrafts – 2021-2022

If space is insufficient, please attach additional pages



WORLD CRAFTS COUNCIL-AISBL

Date of submission:

1. Name of the handicraft product:
2. Product designed by:
3. Product manufactured by:
4. Brief and attractive description of the product:

#### A. General information about the applicant

##### Contact Information

*If your product receives the Award of Excellence, it will be posted in the project partners' websites to allow interested persons to contact you. Please ensure the information in this section is sufficient and accurate. In case we cannot reach you, the product will be removed from our database.*

A1.

Name of the applicant:  Mr.  Ms. \_\_\_\_\_

Name of the workshop/organization \_\_\_\_\_

Address (street, city, postcode, country):

Phone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Website: \_\_\_\_\_

*(Please also underline your preferred means of communication. ex: email address / mobile no.)*

##### Production capacity

A2. How many employees are there in your enterprise/cooperative/workshop?

1 (yourself)  2-5  6-20  more than 20

A3. How many years of experience do you have in making this type of crafts?

A4. Does your enterprise offer apprenticeship or training opportunities?

No  Yes

If yes, please provide information

### **Copyrights, patent and trademark**

A5. Can you ensure that the products are not violating any copyright, patent, or trademark?

No  Yes

If yes, please provide information

A6. Have you copyrighted your products?

No  Yes, number: \_\_\_\_\_

If yes, please provide the patent number and attach a copy of the supporting documents.

Have you patented the process of making your products?

No  Yes, number: \_\_\_\_\_

If yes, please provide the number and attach a copy of the supporting documents.

Have you trademarked the branding of your products?

No  Yes, number: \_\_\_\_\_

If yes, please provide the number and attach a copy of the supporting documents.

### **Social Responsibility/ Code of Practice**

A7.

(a) In case you are not the artisan(s), please indicate the specific input you made in producing the submitted product.

(b) Are you a distributor for the product?

No  Yes

(c) If yes, do you have a written agreement with the artisans who produced the handicraft?

No  Yes

If yes, and attach a copy of the agreement.

## **B. Information about the submitted product**

### **Provide photos of the finished product and a video of the major production steps**

B1. Category of product (you can tick one or several):

Household Items

Interior Decoration

Jewelry

Toys and Games

Musical Instruments

Clothing and Scarves

Fashion Accessories (bags, purses, etc)

Stationery

Other; please specify:



B2. List **ALL materials** used in the production of the handicraft product and their origin. Indicate also if non-natural, modern materials such as glue or fire retardants etc. are used:

Materials	Is this material safe and harmless?	Is this material recycled?
<i>Example: Rattan</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input checked="" type="checkbox"/> Not recycled
1.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
2.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
3.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
4.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
5.	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled

**Production process** (if space is not sufficient, please provide information on a separate sheet)

B3. Briefly describe the steps in the production process.

**Authenticity** (if space is not sufficient, please provide information on a separate sheet)

B4. How does the product reflect the craft tradition of your area?

- Materials
- Production process
- Design (shape, colour, pattern, size, packaging)?
- Source of inspiration
- Function
- Others:

Please provide details:

B5. Tell us a story or a legend about this craft or some of the patterns you used, or provide any information you may find relevant for the evaluation of the product

**Innovation** (if space is not sufficient, please provide information on a separate sheet)

B6. Explain what is new or original about the submitted product?

- Materials
- Production process
- Design (shape, colour, pattern, size, packaging)?
- Source of inspiration
- Function
- Others:

Please provide details:

### **Marketability of the submitted product**

B7. Number of product(s) that can be produced:

Per week      /per month      /per year

B8. Recommended price (EXW price, not including any transport cost)

Wholesale price:       per piece     per set -

US\$

Retail price:       per piece     per set -

US\$

B9. Weight and measurements

Weight (per piece – in kg):

Dimensions (per piece – in cm) – *length x width x height*:

B10. Where do you sell the submitted products?

- Domestic market  
 International markets

B11. What are your usual sales channels?

- Retail  
 Wholesale

### **Circularity or respect for environment**

B12. Explain any specific attention given for the environment protection:

- Production process- Design with no pollution and waste  
 Sustainable use of recycled or natural materials  
 Renewable energy  
 Other

Please provide details:

### **C. Declaration**

In submitting this product for the **WORLD CRAFTS COUNCIL** “Award of Excellence for Handicrafts”, the undersigned affirms (please tick):

- That the manufacturing and distribution process of this craft does not violate any labour laws, does not exploit craftsmen, does not violate environmental laws, does not involve the use of materials derived from endangered / protected species.
- Each product recognized with the WCC Award is given a certificate. The certificate can be used as a promotional tool (for a specific product or a product line) to attest the quality and authenticity of a product. Any changes (in design, raw material, quality standard, production process) will result in the withdrawal of the certificate.
- That all information provided on and with this application is true and accurate, and that any wrong or incomplete information will lead to the cancellation of the award.

**Signature:**

**Date:**

*Note: Applications with incomplete declaration or no signature will not be processed*



WORLD CRAFTS COUNCIL-AISBL

## **Checklist for Applicant** **WCC-Award of Excellence for Handicrafts**

### **Time Line for the 2021- 2022 Award**

Application Distribution: **15<sup>th</sup> November to 31<sup>st</sup> December 202**  
Submissions: **1<sup>st</sup> February to 31<sup>st</sup> March 2022**  
Regional Pre-Evaluation: **1<sup>st</sup> April to 15<sup>th</sup> April 2022**  
Final Evaluation: **15<sup>th</sup> April to 15<sup>th</sup> May 2022**  
Announcement of  
Awarded Products: **30<sup>th</sup> May 2022**

- Completed and signed application form:** Please provide all the requested information about the product, otherwise the product cannot enter the judging process and will be excluded. If space is insufficient, please attach additional pages.
- Photographs and video:** 12x17cm (5x7 inches) either in photo, slide or digital format and video
  - Sample handicraft product
  - Major production steps
- Craft product sample(s):** if you submit a product line, please include all elements of the line.
- Copyright** supporting documents (if applicable)
- Agreement** with the artisans (if applicable)
- Entry processing fee: USD 50** (The fee due to the Covid 19 Pandemic may vary according to the region)
  
- Post mandate
- Cheque or bank draft, in the order of:
- Bank transfer:

**\* The completed application form along with photographs, videos and payment should be sent to the below bank account and address. A digital copy of the application is to be sent via email. A whatsapp number is provided for those who do not have access to email. \***

#### **Bank Details for the Regional Partner:**

Name of the Bank:  
Branch:  
Name of Account Bearer:  
Account Number:  
Address of the Bank:  
Postal Code:  
Account Type:  
IFSC Code:

## **Regions:**

### **AFRICA**

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President of WCC-Africa

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