

**Complete 2020 Application Kit
for the WCC Award**



WORLD CRAFTS COUNCIL

Award

Of Excellence for Handicrafts

This kit contains all documentation relating to the application process for the World Craft Council (WCC) “Award of Excellence for Handicrafts” 2020.

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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" in Asia Pacific Region

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 Asia Pacific Region. The Award is coordinated by the following sub-regional partner organizations:

Central Asia: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan

East Asia: China, Japan, South Korea, Mongolia

West Asia: Bahrain, Iraq, Iran, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, UAE, Yemen.

South Asia: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka

South-East Asia: Brunei Darussalam, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Timor Leste

South Pacific: American Samoa, Australia, Cook Islands, Fiji, French Polynesia, FSM (Pohnpei), Guam, Kiribati, Marshall Islands, New Zealand, Nauru, New Caledonia, Northern Mariana Islands, Norfolk Islands, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Wallis & Futuna, Vanuatu.

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 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. Please refer to the attached calendar for relevant dates in your region.

• Evaluation

The evaluation generally takes place in August. 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 October. 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/ WCC APR / Region and Sub-Regions 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/ WCC APR and/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

- 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).

Craft product sample(s): One sample of the craft product must be sent to WCC partners (national partner organization or sub-regional secretariat). The product will be used for the evaluation and for exhibitions.

Entry processing fee should not to be more than USD 50 per entry and can vary from region to region. The collected fee will serve to cover entry processing and administrative costs and part of communication. It is up to the Region to decide what to do with this. **Fee may change per region due to Covid 19 Pandemic.**

Dispatch cost: The cost of dispatching the application form and craft product samples to the project partner is to be borne by the applicant. Clearly indicate on the package: "Samples for submission to WCC Award of Excellence – no commercial value," in order to avoid unnecessary custom fees. **If there is any customs fee incurred it has to be borne by the applicant.**

Good quality packing: Items that are broken or damaged during transportation will not be evaluated. Packaging of the products should ensure that during transit no damage occurs as damaged products cannot be considered for the Award.

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 - 2020
Asia Pacific Region Programme -
South Asia Sub-region

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:



WORLD CRAFTS COUNCIL
ASIA PACIFIC REGION

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 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.
- That WCC Asia Pacific Region will keep submitted sample of awarded product, **without compensation**, and use it for the purposes described in the programme regulations and guidelines. For non-awarded products, please refer to part D. below.
- 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

D. Request for the return of the submitted product (for non-awarded products only)

Non-awarded products can be returned to the applicants upon request. Applicants have to arrange their own transportation and bear any cost incurred. Please fill in this section if you wish to take back the submitted product after judging through national or sub-regional partners or national commission depending on the local organizational structure.

I would like to have my non-awarded submitted product returned to me after evaluation.

Please notify me when the product is ready to be picked up through:

Telephone / mobile: _____

Email: _____

Contact person: _____



WORLD CRAFTS COUNCIL-AISBL

Checklist for Applicant
WCC Award of Excellence for Handicrafts
Asia Pacific Region- South Asia Sub-region



WORLD CRAFTS COUNCIL
ASIA PACIFIC REGION

Time Line for the 2020 Award
(subject to change)

Application Distribution:	15th April – 30th June 2020
Submissions:	1st August – 30th August 2020
Regional Pre-Evaluation:	1st September – 30th September 2020
Final Evaluation:	15th October – 15th November
Announcement of: Awarded Products	December 2020

- **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:** 12x17cm (5x7 inches) either in photo, slide or digital format
 - Sample handicraft product
 - Major production steps
- **Craft product sample(s):** if you submit a product line, please include all elements of the line.
- **Adequate packing and labels** with the mention of “**Samples for submission to World Craft Council Award of Excellence for Handicrafts – no commercial value**”, in order to avoid unnecessary custom fees.
- **Copyright** supporting documents (if applicable)
- **Agreement** with the artisans (if applicable)
- **Entry processing fee: USD 10 \$ equivalent in your currency.**
The Fee for South Asia due to COVID- 19 Pandemic has been reduced to USD 10
 - For India - INR 750
- Post mandate
- Cheque or bank draft, in the order of:
- Bank transfer:

Bank Details for South Asia

Name of the Bank: **Bank of Baroda**
Branch: **T,Nagar Branch Chennai**
Name of Account Bearer: **The Crafts Council of India**
Account Number: **053020100000102**
Address of the Bank: **Thyagaraya Nagar Chennai**
Postal Code: **600017**
Account Type:
IFSC Code: **BARB0(zero)THEAGA**

Address:

The Crafts Council of India
GF Temple Trees
37 Venkatanarayana Road
T'nagar Chennai 600017
Tel 24341456

Applications can be sent to:

SUB REGIONAL PARTNER :

INDIA

The Crafts Council of India

GF Temple Trees
New No.37, Venkatanarayana Road
T. Nagar, Chennai 600017, India
Tel: +91-44-24341456
Fax: +91-44-24327931

E-mail: info@craftscouncilofindia.org

Bank of Baroda T'Nagar Branch Chennai

a/c no : 05320200000102
IFSC : BARB0(zero)THEAGA

Contact Person(s):

Ms. Manjari Nirula
Mobile +91-989-930-1001

Ms. E. Rajeshwari
Mobile +91 944-394-6789

NEPAL

Federation of Handicraft Associations of Nepal (FHAN)

Upama Marg -11, Thapathali, Kathmandu, Nepal
GPO Box No:784
Tel: 977-1-4244231,4245467, 9851058133
Fax: 977-1-4222940

Contact Person(s):

Mr. Dharma Raj Shakya
Email id :han@wlink.com.np

NATIONAL FOCAL POINTS:

AFGHANISTAN

Ms. Rangina Hamidi

Mobile: +93700303819
Email id: o_rangina@yahoo.com

BANGLADESH

National Crafts Council of Bangladesh

Mrs.RubyGhuznavi, Vice President
143/1Bailey Road, Dhaka1000
Bangladesh
Tel: +880-2-9882542,
Fax: +880-2-8823174
Email id- nccb1985@gmail.com

BHUTAN

Handicraft Association of Bhutan

General Secretary
Tele/fax:+975-2-338089
Mobile:+975-17654508/77654508

www.handicraftsbhutan.org

MALDIVES

Creative Arts & Crafts Maldives

Training Centre 25
H.Merry Side
BodhuthakutufaanuMagu
Male 20057, Maldives
Tel: 09607771691
Email id- creativitymaldives@gmail.com

PAKISTAN

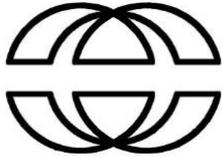
Pakistan Crafts Council

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SRI LANKA

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Mob: +94 76 359 5511
Email: Chairmanncc2020@gmail.com
Email id office: chamali6333@gmail.com,
nccaddevelopment3@gmail.com,
chairperson25@gmail.com; craftscouncil@sltnet.lk,

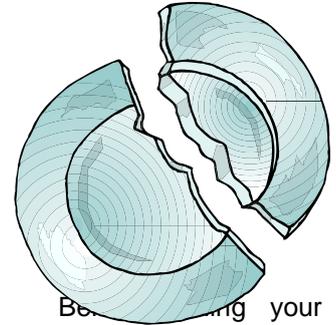


World Crafts Council

Packing Advice

WCC Award of Excellence for Handicrafts
2020 programme

Broken and damaged products cannot be evaluated!
Broken and damaged products cannot be sold!



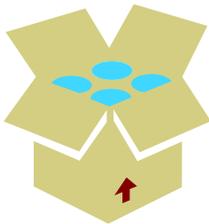
Be careful when packing your submission product,

make sure the packing is appropriate for international shipping.

If your submission arrives broken or damaged, it may not be evaluated, and you may have to post a replacement.

1. Protect against shocks

Use a sturdy box that is a bit larger than your product and the right shape



Use thick paper, cardboard to fill in the space inside the box



2. Protect against water and humidity



3. Use proper marking to ensure that the package is handled gently.



4. Use proper marking to ensure that the package is not stopped by customs officials.

Example:



