

**Application Kit
2024**



Award

Of Excellence for Handicrafts

Asia Pacific Region - South Asia

Submission & Evaluation

This kit contains all documentation relating to the application process for the World Craft Council (WCC) “Award of Excellence for Handicrafts” 2024.

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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). This is the only sector that fulfils 11 of the 17 Sustainable Development Goals of the United Nations as part of the 2030 Agenda by all stakeholders-governments, the private sector, civil society – in a collaborative partnership.

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 ecologically 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 three sub-categories:
 - o Other Natural resources (e.g. animal hide, shell, horn, bone, etc.)
 - o Composite Materials (e.g. Acrylic Glass, Polycarbonate, etc.)
 - o 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 Award of Excellence was gradually extended to other geographical regions and became a WCC Programme implemented in Asia-Pacific and Latin America. Henceforth, the Award of Excellence became a flagship program for WCC AISBL. It is one of WCC's significant programmes dedicated to supporting the handmade sector.

In 2024 the Award of Excellence programme cycle will be implemented in Asia Pacific Region and Latin America.

In 2025 the Award will be extended to the other regions: Africa, Europe and North 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:

• *Environment Sustainability*

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.

• *Socially Responsible Practices*

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 fulfill 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 – 2024
Asia Pacific Region - South Asia

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 – House No, street, city, postcode, country. (Is it a WCC-World Craft City)

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 more):

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.	Yes No	Recycled Not recycled
2.	Yes No	Recycled Not recycled
3.	Yes No	Recycled Not recycled
4.	Yes No	Recycled Not recycled
5.	Yes No	Recycled 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 -
Retail price: per piece - per set -
- 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 Applicants

WCC-Award of Excellence for Handicrafts **Asia Pacific Region - South Asia** **Time Line for the 2024 Award**

Application Distribution: **15th January to 15th February 2024**

Submissions of Applications: **Last date - 10th April 2024**

Regional Pre-Evaluation: **April 2024**

Final Evaluation: **May 2024**

Announcement of

Awarded Products: **June 2024**

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: 5 to 7 **High Resolution** Photographs of Sample Product and 2 good videos of sample handicraft product and Major production steps involved.

Craft product sample(s): if you submit a product line, please include all elements of the line.

Copyright, Patent, Trademark supporting documents (if applicable).

Agreement with the artisans (if applicable).

Entry processing fee: Rs.2000/-

Payment by Cheque or bank draft, in the order of: THE CRAFTS COUNCIL OF INDIA

Bank Details for NEFT transfer:

Name of the Bank: Bank of Baroda
Branch: T. Nagar Branch
Name of Account Bearer: The Crafts Council of India
Account Number: 05320400000134
Address of the Bank: 74, Theagaraya Rd, T.Nagar, Chennai
Postal Code: 600017
IFSC Code: BARB0THEAGA (Fifth letter is ZERO)

Address:

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e-mail id: info@craftscouncilofindia.in
(Please write A o E on the Cover)

Contact Person(s)

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WCC APR-SOUTH ASIA- Sub Region Vice Presidents

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