

**Complete 2018 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 2018 World Craft Council (WCC) “Award of Excellence for Handicrafts”.

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About the Award

The WCC “Award of Excellence for Handicrafts” aims to encourage artisans to produce handicrafts using traditional skills, patterns and themes in an innovative way, in order to ensure the continuity and sustainability of these traditions and skills. It is WCC’s flagship programme for supporting craft producers.

Objective 1: Establish rigorous standards of excellence for handicrafts

The WCC “Award of Excellence for Handicrafts” aims to promote quality crafts that upholds rigorous standards of excellence. It aims to ensure that when consumers buy awarded handicrafts, they are buying high quality, culturally authentic products that have been manufactured in a socially-responsible manner with respect for the environment.

Objective 2: Encourage innovativeness

While it seeks to promote the continuation of traditional skills, the WCC Award also encourages product innovation in order to ensure that handicrafts remain relevant, valuable, and marketable in modern life.

Objective 3: Offer training and support services

The WCC programme aims to provide capacity-building and training workshops to assist craft producers in the improvement of their product design and marketing, development of their markets, 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 and poverty alleviation. By providing new market opportunities, the programme aims to enable handicraft producers to establish sustainable livelihoods. This will be achieved through developing networks of handicraft producers and buyers, including the higher-end of the market, and through exhibitions and trade fairs.

Handicrafts

Handicrafts are defined as products that are produced either completely by hand or with the help of tools. Mechanical tools may be used as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. Handicrafts are made from raw materials and can be produced in unlimited numbers. 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 materials. Following is a list of some of the natural materials from which products can be made. 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)

The WCC “Award of Excellence for Handicrafts” in Asia Pacific Region

The Award of Excellence for Handicrafts, was established by UNESCO in 2001. Owing to its success, the programme was expanded worldwide until 2012. WCC since 2014 is continuing the programme under patronage of UNESCO within Asia Pacific Region. The Award is coordinated by the following sub-regional partner organizations:

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

Sub-Regional Partners: (2) VPs - Term of Office (4 years).

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

Sub-Regional Partners: (2) VPs - Term of Office (4 years).

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

Sub-Regional Partners: (2) VPs Term of Office (4 years)

East Asia: China, Japan, South Korea.

Sub-Regional Partners: (2) VPs Term of Office (4 years)

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

Sub-Regional Partners: (2) VPs Term of Office (4 years)

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.

Sub-Regional Partner: National Crafts association on a rotational basis.

Sub-Regional Partners: (2) VPs - Term of Office (4 years).

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 organizing workshops on product assessment, design and promotion for the producers of awarded products and programme applicants.

The Process

• Submission

Producers 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 form and number of certificates awarded is at the discretion of the evaluation panel designated by WCC, which assesses each submission, and may vary from year to year.

Evaluation Criteria and Pre-conditions

A product that is granted the “Award of Excellence” meets the highest level of craft excellence and is distinguished as a benchmark for craft production. An international panel of experts, nominated by WCC APR 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.

• *Innovation*

Innovation in design and production: demonstrated by an effective and successful blend of traditional and contemporary, or inventive and creative use of material, design, and production processes.

• *Marketability*

Marketability of the craft products with potential for the regional and/or international market: related to the functionality of the product, the safe use by potential buyers, a balanced price-quality relationship or the sustainability of production.

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

• *Fair*

Social responsibility: The producer must affirm that no labour law or copyrights 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: individual craft producers, 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.
 - Sections of large products (i.e. carpet sample) or semi-finished products (i.e. roll of textiles) are not eligible
5. Products submitted without a complete and signed application form will not be considered for the award.
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 producer if these products have not been submitted to and awarded by the programme.

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 and/or its partners and cannot be sold.
(b) Products not selected 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 producer.

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 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 be decided by each sub -region and not to be more than USD 25 per entry. The collected fee will serve to cover entry processing and administrative costs and part of communication and exhibition expenses. It is up to the Region to decide what to do with this.

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 - 2018
Asia Pacific Region Programme -
South East 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. E.g., Fax: XXXXX)

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

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, patent number: _____

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

Social Responsibility

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:

Material

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

10 Respect for environment

- B12. Explain any specific attention given for the environment protection:
 Sustainable use of recycled or natural materials
 Production process
 Waste management
 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 East Asia Sub-region



WORLD CRAFTS COUNCIL
ASIA PACIFIC REGION

Time Line for the 2018 Award

Application Distribution:	15 th February – 15 th March 2018
Submissions:	1 st May – 30 th June 2018
Regional Pre-Evaluation:	1 st July – 30 th July 2018
Final Evaluation:	1 st August – 15 th September 2018
Announcement of: Awarded Products	October 2018

- 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 for the amount of** (To be decided by the Sub-Region) by either:
 - Post mandate
 - Cheque or bank draft, in the order of:
 - Bank transfer:
 - Name of the Bank:**
 - Branch:**
 - Name of Account Bearer:**
 - Account Number:**
 - Address of the Bank:**
 - Postal Code**
 - Account Type:**
 - SWIFT Code:**

Applications can be sent to:

SUB REGIONAL PARTNER :

INDONESIA

National Crafts Council of Indonesia (NCCI)

Jl. Ampera Raya No. 1000 Jakarta Selatan 12560 Indonesia
Tel: 62-21-7892140, 7892141, Fax: 62-21-7892135

Contact Person(s):

Ms. Franciska Thomas Lembong, Representative

Ms. Hesti Indah Kresnarini, Representative

E-mail: franciskalembong@gmail.com,

hestikresnarini@gmail.com,

sekretariatdekranas@gmail.com

Association of Exporters and Producers of Indonesian Handicraft (ASEPHI)

Jalan. Wijaya 1, No.3A, Kebayoran Baru, Jakarta Selatan
12170, Indonesia

Telephone: +62-21-7252032, 7252033, 7252062

Fax: +62-21-7252062

Contact Person(s):

Mrs. Baby Jurmawati Djuri

Secretary General

E-mail: bpp@asephi.id, asehipusat@gmail.com,

bbjurmawati@gmail.com

NATIONAL FOCAL POINTS :

BRUNEI DARUSSALAM

Head of Centre Brunei Arts and Handicrafts Training Centre

Mr. Zainal Arshad bin Haji Abdul Rahman

Office of His Majesty The Sultan and Yang Di-Pertuan of Brunei
Darussalam Jalan Residency Bandar Seri Begawan,

BS8110 Negara Brunei Darussalam

Tel : 673-2383500, 673-2240676

Fax : 673-2383462, 673-2241909

E-mail: plpthead@brunet.bn, plptsal@brunet.bn

CAMBODIA

Artisans d' Angkor

Mr. Alian Brun, Chief Executive Officer

Chantiers-Ecoloes, Stung Thmey Street,

P.O.Box 47, Siem Reap, Cambodia

Tel : +855-63 963 330, +855 – 63 5000 642, (+865) 99555096

Fax : +855 – 63 -964 097

E-mail: dir.gen@artisansdangkor.com, infos@artisansdangkor.com,

communications@artisansdangkor.com,

asst.communication@artisansdangkor.com

MALAYSIA

Malaysian Handicraft Development Corporation (MHDC)

Ms.Aididah, Director General
Kompleks Kraf Kuala Lumpur, Section 63, Jalan Conlay 50450
Kuala Lumpur, Malaysia
Tel:+603-2161 3713 ext. 105, +603-2162 7533 Extn: 107
Fax: +603-2162 0905, +603-2161 2134
E-mail: aididah@kraftangan.gov.my, nani@kraftangan.gov.my,
suhaimizakaria@kraftangan.gov.my

Society Atelier Sarawak

Mr.Edric Ong, President
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Malaysia
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Mob: + 60-19-8583566
E-mail: edric.ong@gmail.com

PHILIPPINES

National Commission for Culture & the Arts (NCCA)

Mr.Sir Albertti G. Flores
International Affairs Office
National Commission for Culture and the Arts
633 Gen. Luna St., Intramuros 1002 Manila, Philippines
Tel: +63-2-5272206 / 5272175 / 5272192 loc. 612- 615
Fax: +63-2-5258656
Website: www.ncca.gov.ph
E-mail: ncca_iao@yahoo.com, ocncca15@gmail.com,

SINGAPORE

Ms. Judith Chung

BLK 50 Monkis Hill Road #08-50, Singapore 228576
el: 96328853
E-mail: chung.jud@gmail.com

THAILAND

Department of Industrial Promotion, Ministry of Industry

Dr.Ariyaporn Suranartyuth
Soi Trimitr, Kluay Nam Thai, Rama 4 Road, Klongtoey,
Bangkok 10110, Thailand
Tel: 662-202-4445, 662-367-8313, 6686-001-2343, 6689-110-1956
Mob: +66 (0)81 567 1999
Fax: 662-354 3294, 662-382-2178
E-mail: ariyaporn1234@gmail.com, sunan5869@gmail.com,
rattanaporn@dip.go.th, adapt.bird@gmail.com

Thai Handicraft Promotion Trade Association (THTA)

Ms.Surapee Rojanavongse
4th Floor Gaysorn Place, 999 Ploenchit Road, Lumpini, Pathumwan,
Bangkok 10330 Thailand
Tel : 662-612-5900 Ext. 5811,5812 Fax : 662-612-5998
E-mail: thta.ne.wccapr@gmail.com,

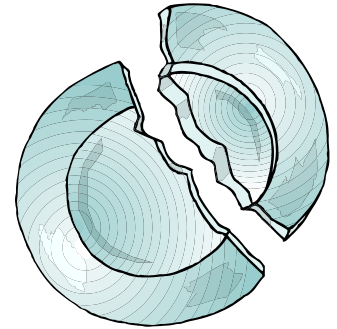


World Crafts Council

Packing Advice

WCC Award of Excellence for Handicrafts
2018 programme

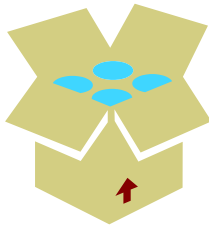
Broken and damaged products cannot be evaluated!
Broken and damaged products cannot be sold!



Before mailing 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, bubble 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:

