

Complete 2014 Application Kit for the WCC Award



Award

Of Excellence for Handicrafts

This kit contains all documentation relating to the application process for the 2014 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 eradication. 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

The Award of Excellence for Handicrafts, was established by UNESCO in 2001. Owing to its success, the programme has been expanded worldwide until 2012. WCC will continue the programme under patronage of UNESCO and will be starting within Asia Pacific region in 2014. The Award is coordinated by the following sub-regional partner organizations:

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

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

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

Sub-Regional Partner: Craft Council of India (CCI)

South Pacific: American Samoa, Australia, Cook Islands, Fiji, French Polynesia, FSM (Pohnpei), Guam, Kiribati, Marshall Islands, New Zealand, Nauru, New Caledonia, Northern Miriana 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

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 product line only) 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 takes place in 25-30 August 2014. 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 on 16 September 2014. 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 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 Awards 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 is valid for a period of 4 years, which can be extended without fee upon confirmation that the product or product line is still available, and meets the same characteristics and quality level. Without this confirmation from the producer, the product will be removed from the website and other promotional materials.

8. 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.
9. (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.
10. 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 in the amount of US \$20 (twenty dollars US): The collected fee will serve to cover entry processing and administrative costs and part of communication and exhibition expenses

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.

Good quality packing: Items that are broken or damaged during transportation will not be evaluated.

For additional information, please consult the enclosed application form guidelines or contact us.



WORLD CRAFTS COUNCIL



WORLD CRAFTS COUNCIL
ASIA PACIFIC REGION

Checklist for Applicant

WCC Award of Excellence for Handicrafts Asia Pacific Region Schedule for the 2014 Award

Application Reception:	5 May-31 July 2014
Deadline for submission:	1 August 2014
Evaluation:	18 - 22 August 2014
Announcement of awarded products:	16 September 2014

- 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. Guidelines to fill-in the information are provided in the kit. 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 US\$ 20 (twenty dollars US) by either:**
 - Post mandate
 - Cheque or bank draft, in the order of:
 - Bank transfer:

Name of the Bank: PT. BANK MANDIRI
Branch: JAKARTA KEMANG RAYA BRANCH
Name of Account Bearer: DEWAN KERAJINAN NASIONAL
Account Number: 126 - 00 - 0655068 - 4
Address of the Bank: JL. KEMANG RAYA NO. 18A, JAKARTA SELATAN
Postal Code: 12730
Account Type: CURRENT ACCOUNT
SWIFT Code: B M R I I D J A

Name of the Bank: PT. BANK NEGARA INDONESIA
Branch: JAKARTA RAWAMANGUN BRANCH
Name of Account Bearer: DEWAN KERAJINAN NASIONAL
Account Number: 337 290 855
Address of the Bank: JL. PEMUDA NO 108-109, JAKARTA TIMUR
Postal Code: 13220
Account Type: CURRENT ACCOUNT
SWIFT Code: B N I N I D J A

Applications can be sent to your WCC-AP national representative or direct to the WCC Award of Excellence for Handicrafts 2014 - Secretariat:

attn: WCC Award of Excellence for Handicrafts – 2014

Kementerian Perdagangan (Ministry of Trade)

Flamboyan Room, Building 1 - First Floor

Jl.M.I. Ridwan Rais no 5 Jakarta 10110, Indonesia

Tel: +62-21-23528643

Fax: +62-21-23586453

e-mail address: sec.wccaward2014@gmail.com

Contact Person;

Mr. Priyo Pratomo

Mobile +62-855-780 9007

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Mobile +62-857 1453 4448

Ms. Fanny Wijayawati

Mobile +62-813 1597 3497

Application Form

WCC Award of Excellence for Handicrafts - 2014 Asia Pacific Region Programme

If space is insufficient, please attach additional pages.



WORLD CRAFTS COUNCIL
ASIA PACIFIC REGION

Hosted by



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. Submitted by: _____

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)

A2. Nature of the business

- Individual or family workshop/ateliers
 Cooperatives / Village / community groups
 Craft organizations and NGOs
 Others – please specify

- Designers
 Wholesalers, traders, distributors
 Retail business

Marketing, sales and export (if applicable)

A3. Name of the contact person(s) in charge of export sales:

A4. Can your sale staff handle orders in:

- English
- Other language (please specify)

A5. Where do you sell your products?

- Domestic market
- International markets. Please specify the countries.
 - Asia
 - Countries:
 - Europe:
 - Countries:
 - Northern America
 - Countries:
 - Other countries
 - Countries:

A6. What are your usual sales channels? (Can tick more than one.)

- | | |
|---|---|
| <input type="checkbox"/> Direct sales in your own shop / Workshop / factory | <input type="checkbox"/> Entrepreneurs and middlemen |
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Importers' and Exporters' Associations |
| <input type="checkbox"/> Trade fairs and exhibitions | <input type="checkbox"/> Mail-order companies |
| <input type="checkbox"/> Internet marketing and e-commerce | <input type="checkbox"/> Museum and art gallery shops |
| <input type="checkbox"/> Cooperatives and NGOs | <input type="checkbox"/> Department stores, shopping malls |
| <input type="checkbox"/> International fair trade organizations | <input type="checkbox"/> Gift, discount, and specialty shops |
| <input type="checkbox"/> Retailers | <input type="checkbox"/> Other: |

Production capacity

A7. How many employees are there in your enterprise/cooperative/workshop?

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

A8. How many years of experience do you have in making this type of crafts?

A9. Does your enterprise offer apprenticeship or training opportunities?

- No
 - Yes
- If yes, please provide information

Copyrights

A10. Can you ensure that the products are not violating any copyright, patent, or trademark?

- No
 - Yes
- If yes, please provide information

A11. 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

A12. (a) In case you (the applicant) are not the artisan(s) who manufactured the product, specify the relationship between the concerned artisan(s) and you.

- | | |
|--|---|
| <input type="checkbox"/> Employer / employee | <input type="checkbox"/> Family members |
| <input type="checkbox"/> Master / Apprentice | <input type="checkbox"/> Designer |
| <input type="checkbox"/> Master / Student | <input type="checkbox"/> Distributor |
| <input type="checkbox"/> Cooperative | <input type="checkbox"/> Others – (please specify: _____) |

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

A13. (a) Are you a distributor for the product?

- No Yes

(b) If yes-, please provide the name and contact information of the artisans.

(c) 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):

- | | |
|--|--|
| <input type="checkbox"/> Household Items | <input type="checkbox"/> Clothing and Scarves |
| <input type="checkbox"/> Interior Decoration | <input type="checkbox"/> Fashion Accessories (bags, purses, etc) |
| <input type="checkbox"/> Jewelry | <input type="checkbox"/> Stationery |
| <input type="checkbox"/> Toys and Games | <input type="checkbox"/> Other; please specify: |
| <input type="checkbox"/> Musical Instruments | |

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	Origin /Supplier (e.g., country, private company, self-produced, gathered, etc.)	Is the use of this material traditional or modern?	Is this material safe and harmless?	Is this material recycled?
<i>Example: Rattan</i>	<i>Gathered from the forest of Kalimantan, Malaysia</i>	<input type="checkbox"/> Traditional <input checked="" type="checkbox"/> Modern	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input checked="" type="checkbox"/> Not recycled
1.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern <input type="checkbox"/> None	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
2.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern <input type="checkbox"/> None	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
3.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern <input type="checkbox"/> None	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
4.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern <input type="checkbox"/> None	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
5.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern <input type="checkbox"/> None	<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. Specify if each step is made **by hand** or with the **help of tools/machine** (ref.: definition of handicrafts):

- 1.
- 2.
- 3.
- 4.
- 5.

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\$ Local Currency

Retail price per piece per set US\$ Local Currency

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. Please specify the countries.

Asia - Countries:

Australia, New Zealand, Pacific - Countries:

Europe: - Countries:

North America - Countries:

Latin America & Carribeans - Countries:

Africa - Countries:

Other countries - Countries:

B11. What are your usual sales channels? (You can tick more than one.)

Direct sales:

In your own shop / workshop / factory

Trade fairs and exhibitions

Your own website or other internet sources

Retailers

Museum and art gallery shops

Department stores, shopping malls

Gift, discount, and specialty shops

Designers' shops

Internet marketing and e-commerce

Wholesalers

Importers' and Exporters' Associations

Entrepreneurs and middleperson

Mail-order companies

Internet marketing and e-commerce

Others:

International fair trade organizations

Cooperatives and NGOs

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 may 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.
- The “Award of Excellence” will be valid for 4 years (renewable at no cost pending conditions described in the regulations) for the submitted product/product line only. Any changes (in design, raw material, quality standard, production process) will lead to a new and therefore a non-awarded product.
- 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 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: _____

Note: The product must be picked up within two months after notification, if the product can't be picked up from the time limit, then the product will be considered as granted to the Indonesian National Crafts Council and will become ownership of “Gallery of Dekranas”

Sample Application Form

WCC Award of Excellence for Handicrafts - 2014 Asia Pacific Region Programme

If space is insufficient, please attach additional pages.



WORLD CRAFTS COUNCIL
ASIA PACIFIC REGION

Hosted by



Date of submission: 06 May 2014

1. Name of the handicraft product: **Bamboo - Silk "Keranjang"**
2. Product designed by: **Wisma Bamboo**
3. Product manufactured by: **Community of Haruku Village**
4. Brief and attractive description of the product: **Exemplifying the art of basketry of the Batak people, this basket uses intricately woven bamboo strips with a beautifully designed silk lining**

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. Submitted by: _____

Name of the applicant: Mr. Ms. Wisma Agung

Name of the workshop/organization Wisma Bamboo

Address (street, city, postcode, country): Jl. Imam 407, Parapat, 21174 - North Sumatra, Indonesia

Phone number: + 61-908749

E-mail: wb@yahoo.co.in

Mobile number: + 68 250136

Fax number: + 61-908748

Website: www.wb.com

(Please also underline your preferred means of communication. E.g., Fax: XXXXX)

A2. Nature of the business (Can tick more than one.)

- | | |
|--|---|
| <input type="checkbox"/> Individual or family workshop / ateliers | <input checked="" type="checkbox"/> Designers |
| <input type="checkbox"/> Cooperatives / Village / community groups | <input type="checkbox"/> Wholesalers, traders, distributors |
| <input type="checkbox"/> Craft organizations and NGOs | <input checked="" type="checkbox"/> Retail business |
| <input type="checkbox"/> Others – <i>please specify</i> | |

Marketing, sales and export (if applicable)

- A3. Name of the contact person(s) in charge of export sales: **Mr. Bale Agung**
- A4. Can your sale staff handle orders in:
- English
 - Other language (please specify) **Spanish**
- A5. Where do you sell your products? (Can tick more than one.)
- Domestic market
 - International markets. Please specify the countries.
 - Asia
 - Countries:
 - Europe:
 - Countries: **Spain**
 - Northern America
 - Countries: **Canada**
 - Other countries
 - Countries:
- A6. What are your usual sales channels? (Can tick more than one.)
- | | |
|---|---|
| <input type="checkbox"/> Direct sales in your own shop / Workshop / factory | <input type="checkbox"/> Entrepreneurs and middlemen |
| <input checked="" type="checkbox"/> Wholesaler | <input type="checkbox"/> Importers' and Exporters' Associations |
| <input type="checkbox"/> Trade fairs and exhibitions | <input type="checkbox"/> Mail-order companies |
| <input type="checkbox"/> Internet marketing and e-commerce | <input type="checkbox"/> Museum and art gallery shops |
| <input type="checkbox"/> Cooperatives and NGOs | <input checked="" type="checkbox"/> Department stores, shopping malls |
| <input type="checkbox"/> International fair trade organizations | <input type="checkbox"/> Gift, discount, and specialty shops |
| <input checked="" type="checkbox"/> Retailers | <input type="checkbox"/> Other: |

Production capacity

- A7. How many employees are there in your enterprise/cooperative/workshop?
- 1 (yourself) 2-5 6-20 more than 20
- A8. How many years of experience do you have in making this type of crafts? **20 years**
- A9. Does your enterprise offer apprenticeship or training opportunities?
- No Yes
- If yes, please provide information
- the artisans have already good basket-weaving skills. They receive on-going training from our designer for new designs and new shapes, and learn how to better finish the baskets (edges and lining) – initial 2-week training for the sewing.**

Copyrights

- A10. Can you ensure that the products are not violating any copyright, patent, or trademark?
- No Yes
- If yes, please provide information: **the product has been designed by our own designer following intensive research and study of old basketry design and work with the artisans.**
- A11. 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

A12. (a) In case you (the applicant) are not the artisan(s) who manufactured the product, specify the relationship between the concerned artisan(s) and you.

- | | |
|--|---|
| <input type="checkbox"/> Employer / employee | <input type="checkbox"/> Family members |
| <input type="checkbox"/> Master / Apprentice | <input checked="" type="checkbox"/> Designer |
| <input type="checkbox"/> Master / Student | <input checked="" type="checkbox"/> Distributor |
| <input type="checkbox"/> Cooperative | <input type="checkbox"/> Others – (please specify: _____) |

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

Adaptation and improvement of the traditional design (finishing and lining, choice of colors), training of the artisans and quality control to better fulfil requirements of the market. Wisma Bamboo also acts as an intermediary for the community which does not have access to markets and communication means.

A13. (a) Are you a distributor for the product?

- No Yes

(b) If yes-, please provide the name and contact information of the artisans.

Community of Haruku Village (26 Families, approximately 60 artisans)

Craft group Leader : Ms Diah Dalang, Jl. Sumatra 22, Haruku

(c) Do you have a written agreement with the artisans who produced the handicraft?

- No Yes If yes, and attach a copy of the agreement.

Wisma Bamboo has worked on a verbal agreement with the community for 15 years. Yearly meetings are arranged with all artisans on a yearly basis to explore their requests and desires. The group leader can report specific comment at any time or during our numerous visits.

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):

- | | |
|---|--|
| <input checked="" type="checkbox"/> Household Items | <input type="checkbox"/> Clothing and Scarves |
| <input checked="" type="checkbox"/> Interior Decoration | <input type="checkbox"/> Fashion Accessories (bags, purses, etc) |
| <input type="checkbox"/> Jewelry | <input type="checkbox"/> Stationery |
| <input type="checkbox"/> Toys and Games | <input type="checkbox"/> Other; please specify: |
| <input type="checkbox"/> Musical Instruments | |

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	Origin/Supplier (e.g., country, private company, self-produced, gathered, etc.)	Is the use of this material traditional or modern?	Is this material safe and harmless?	Is this material recycled?
<i>Example: Rattan</i>	<i>Gathered from the forest of Kalimantan, Malaysia</i>	<input type="checkbox"/> Traditional <input checked="" type="checkbox"/> Modern	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input checked="" type="checkbox"/> Not recycled
1. Bamboo	Collected from Lake Toba district of North Sumatra, Indonesia	<input checked="" type="checkbox"/> Traditional <input type="checkbox"/> Modern	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Recycled <input checked="" type="checkbox"/> Not recycled
2. Silk	Purchased from middlemen in West Sumatra, originated from Tangerang's factory	<input type="checkbox"/> Traditional <input checked="" type="checkbox"/> Modern	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Recycled <input checked="" type="checkbox"/> Not recycled
3. Glue	Tenco Co Ltd (from Jakarta), bought on local market, Sumatra	<input type="checkbox"/> Traditional <input checked="" type="checkbox"/> Modern	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Recycled <input checked="" type="checkbox"/> Not recycled
4.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Recycled <input type="checkbox"/> Not recycled
5.		<input type="checkbox"/> Traditional <input type="checkbox"/> Modern	<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. Specify if each step is made **by hand** or with the **help of tools/machine** (ref.: definition of handicrafts):

1. Selection & preparation of materials: Bamboo is collected and sun-dried before it is divided into strips using a simple tool (knife). Each strip, which is cut according to precise width and length, is smoothed and sun-dried again prior to use.
2. Weaving: The bamboo strips are then carefully and intricately woven by hand through three various methods - plaiting, twining, and coiling.
3. Finishing: Handwoven silk is glued to the lid of the bamboo basket (by hand).

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:

It uses bamboo, an indigenous material which is widely and commonly used amongst the Batak people and throughout Southeast Asia. The plain weaving methods of plaiting, twining, and coiling used in making this bamboo container are traditional and basic to the rural folks. Most importantly, the use of bamboo containers for a variety of purpose has existed for many generations.

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

There is no specific legend, but Bamboo is omnipresent in Batak lifestyles, and used for tools, music instruments, and even calendars. Batak Bamboo Calendar also functions as an oracle instrument to predict the future and divine or auspicious days for travel or rituals. The inscription on the calendar is usually done by a Datu pupil (Toba Batak Priest).

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:

Although the materials and production techniques used are customary, the stylish shape and design and the decorative use of silk in the cover illustrate innovation. Creative designs and colours are used to promote basketry in modern setting and increase marketability. This innovative change in the craft design came about with the influx of foreign tourists in Northern Sumatra.

Marketability of the submitted product

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

Per week **10** /per month /per year

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

Wholesale price per piece per set : US\$ **US\$ 8** Local Currency **Rupiah 75.500**

Retail price per piece per set US\$ **US\$ 10** Local Currency **Rupiah 95.000**

B9. Weight and measurements

Weight (per piece – in kg): **1.2 kg (1.5 kg when packed)**

Dimensions (per piece – in cm) – *length x width x height*: **45 x 25 x 65 cm**

B10. Where do you sell the submitted products?

- Domestic market - **Jakarta**
- International markets. Please specify the countries.
 - Asia - Countries:
 - Australia, New Zealand, Pacific - Countries:
 - Europe**: - Countries: **Germany and UK**
 - North America - Countries:
 - Latin America & Carribeans - Countries:
 - Africa - Countries:
 - Other countries - Countries:

B11. What are your usual sales channels? (You can tick more than one.)

Direct sales:

- In your own shop / workshop / factory
- Trade fairs and exhibitions
- Your own website or other internet sources

Wholesalers

- Importers' and Exporters' Associations
- Entrepreneurs and middleperson
- Mail-order companies
- Internet marketing and e-commerce

Retailers

- Museum and art gallery shops
- Department stores, shopping malls
- Gift, discount, and specialty shops
- Designers' shops
- Internet marketing and e-commerce

Others:

- International fair trade organizations
- Cooperatives and NGOs
- _____

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:

Bamboo is collected at specific times of the year, when his regrowth is optimal.

Unused bamboo splits are utilized to create other types of baskets for personal use.

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 may 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.
- The "Award of Excellence" will be valid for 4 years (renewable at no cost pending conditions described in the regulations) for the submitted product/product line only. Any changes (in design, raw material, quality standard, production process) will lead to a new and therefore a non-awarded product.
- 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: 6 May 2014

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 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: _____

Note: The product must be picked up within two months after notification, if the product can't be picked up from the time limit, then the product will be considered as granted to the Indonesian National Crafts Council and will become ownership of "Gallery of Dekranas"



Guidelines How to fill in the Application form

WCC “Award of Excellence for Handicrafts” 2014 programme

This document provides guidelines on accurately completing the application form. In order to avoid disqualification or delay in certification, provide accurate and complete information below and submit either to the WCC National Representative or the Sub-regional Partner.

Please refer to the SAMPLE form for further information.

1. Name of the handicraft product: How you wish the product name will appear on the Award Certificate. Try to provide a **meaningful** and **attractive** name that will appeal to buyers.
2. Product designed by: Name of the person or organization who conceived the product (shape, pattern, colour, etc.).
3. Product manufactured by: Name of the person or community who crafted the product. If the product is submitted by a retailer, distributor, designer, the name of the artisan must appear here.
4. Brief and attractive description of the product: Briefly describe the submitted product, highlighting aspects illustrating the criteria and the uniqueness of the product. Please use a **meaningful** and **attractive description**.

A. General information about the producer

Contact Information

- A1. Submitted by:
Write the complete name of the applicant and address.

If the applicant differs from the producer, the producer's contact information and the business relationship must be provided under question A13.

Indicate the preferred means of communication. For example: Email. Awarded products will be advertised on WCC and its partners' websites. Potential customers will need valid and up-to-date contact information so that they can make orders. Products without valid contact information will be removed from the website.

- A2. Nature of the business - **Tick the box that is closest to the applicant's type of organization.**
Craft organizations are usually small and medium-sized, and family-owned. For countries with strong craft industries, it is increasingly common for craft entrepreneurs to be associated with cooperatives, craft organizations, and crafts-related NGOs.
Some craft organizations function as retail enterprises that sell directly to the public or act as wholesalers who purchase large quantities of goods with the intention of reselling them to retailers. Indicate these under the category “other”.

Marketing, sales and export (if applicable)

- A3. Name of the contact person(s) in charge of export sales:
If available, this is the person responsible for sales, promotion, and communication to be contacted by interested and potential buyers.

- A4. *Can your sale staff handle communications in other languages?*
To have someone who speaks a main language like English is most helpful in handling or processing communications, information requests and orders from abroad. Otherwise, you may contact the National representative or Sub-regional partner for assistance (ex. interpretation & translation).
- A5. *Where do you sell your products?*
Domestic market signifies both the **local markets** and **foreign tourists** visiting the country. This information will help the experts assess the potential of the submitted product in the targeted market.
- A6. *What are your usual sales channels?*
Oftentimes, local craft producers sell their products directly to the customers. These direct selling methods include: *own shops, street vending, tourist outlets, public markets, exhibitions and fairs*. Another emerging sales method that is increasingly used worldwide is promoting and selling crafts through internet and e-commerce (online stores, producers' and exporters' websites, and online fair trade organizations). **Please tick the most appropriate market channels.**

Production capacity

- A7. *How many employees are there in your enterprise/cooperative/workshop?*
A8. *How many years of experience do you have in making this type of crafts?*
A9. *Does your enterprise offer apprenticeship or training opportunities?*
A7-A9. The purpose here is to assess the sustainability of the product and the business by measuring the capability and competence in making the craft in the medium-long term through the quantitative information you will provide.
Apprenticeships and trainings are also considered as good social practices.

Copyrights

- A10. Can you ensure that the products are not violating any copyright, patent, or trademark?
A11. Have you copyrighted your products? If yes, please provide the patent number and attach a copy of the supporting documents.
It is producers' responsibility to be aware of and inform WCC of the copyrights and intellectual property rights protected or violated in any stages or throughout the craft design and production process. The following questions may serve as a guideline to answer this section:
- Is your product (design, pattern, shape, size, colour, production process, etc.) copied from elsewhere? Is it a copy of a traditional shape/design? Or is it a copy of a newly created product?
 - If you copied a new product, did you ask authorization of the initial creator to produce it?

Social responsibility

- A12. In case you (the applicant) are not the craftsperson(s) who manufactured the product, specify the relationship between the concerned artisan(s) and you. Also indicate the specific input made by the applicants in producing the submitted product.
- A13. In case you are a distributor, please provide the name and contact information of the artisans. Do you have a written agreement with the artisans who produced the handicraft?
It is producers' responsibility to be aware of and inform WCC of the social and legal rights protected or violated in any stages or throughout the craft design and production process. The following questions may serve as a guideline to answer this section:
- Are the social and working conditions of employees and workers making the product (e.g. number of working hours, factory location, wage/salary, etc.) safe and appropriate?
 - Are minors or physically-disabled legally hired to work?
 - If you are a middleman or distributor, do you sell at fair prices and respect the producer or artisan's rights for transparency and fair distribution? Do you have a formal long-term agreement with the artisans? Do you inform them about the places where their products are sold and distributed?

Note: Respect of social responsibility and copyrights are a pre-condition to enter a product in the Award programme. Products which do not fulfill this pre-condition will not be evaluated by the panel. Detailed information under questions A8 to A13 should be provided to prove to the experts that the pre-condition is fulfilled.

B. Information about the submitted product

Provide photos of the finished product and of the major production steps:

Make sure the photos are sent with the entry form. Failure to comply will lead to disqualification.

The photos will be used for information and promotional purposes in our websites, and for experts' information and evaluation. For copyrighted photos, the name of the photographer including a signed agreement will provide WCC the right to use the work.

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

Product categories and examples

- Homeware: furniture, kitchen and bathroom accessories, lamps
- Decoration: cushion covers, table runners, photo frames
- Clothing & scarves: shawls, clothing, ties etc.
- Jewellery: earrings, necklaces, etc.
- Fashion Accessories: bags, purses etc.
- Toys and Games: dolls, chess set
- Stationery: paper, writing utensils, letter writing sets
- Musical Instrument(s): pipes, drums etc.
- Other: anything that does not fit into one of the above categories

This section will help interested persons to search for your product(s) on the WCC APR and the partners' website.

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.

WCC measures excellence of a product by examining quality of its materials and its impact on the environment. Do not hesitate to provide detailed information in this section and/or in section B4. For instance, if you are a wood-product manufacturer, indicate if your timber is obtained from an ecologically sustainable source.

Indicate as much as possible the origin of the materials, not the immediate source:

- Do not write: Glue bought in the market
- Write: Special Glue for wood products, from Company XX from country YY

Use of Materials

Traditional use of materials: This pertains to the customary use of material. For instance, the use of silk and cotton for threads and plants for dyeing in weaving textiles; bamboo, rattan, and palm leaves in making baskets; and mulberry paper for manuscripts.

Modern use of materials: This relates to the innovative use of a material for a product typically made out of another material. For example, the use of silk in a felt garment. Both silk and felt are used in Central Asia but they are traditionally used separately.

Type of Materials

Harmless: Materials that are considered safe for the environment and the crafts workers' or users' health. For example, lead and fire retardants can be toxic and detrimental to health.

Recycled: Items that are re-used such as paper and cardboard carton packaging, glass, and cans.

In case you wish not to disclose certain elements to protect a production or trade secret, please provide a declaration from a government-related scientific body that the materials and production process are harmless and ecologically sustainable.

Production process

B3. Briefly describe the steps in the production process. Specify if each step is made **by hand** or with the **help of tools / machine** (see definition of handicrafts):

Handicrafts are defined as products which 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.

For each step of the process, describe in a detailed manner the type of tools you are using.

For instance, for woven products, specify if you are using: a blackstrap loom, a frame loom with hand-shuttle, or a frame loom with automatic shuttle

For carved product, specify if you are using manual or electrical turning tools.

Please be reminded to take photos of the product in each major production step.

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?

This can be described by an effectual use of traditional patterns and methods that express the cultural identity of a group. Also, this can be illustrated by the use of conventional or established manner, way, style, and method – usually handed down from one generation to another – of making products using materials that are usually natural such as stones, clay, bark, wood, silk, metals and others for functional, spiritual, and aesthetic purposes.

B5. If applicable, 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

Legends and stories can make the product more interesting (for experts and buyers). They help understand the traditional aspects and sources of inspiration of a craft.

Innovation

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

This can be demonstrated through the artistic and aesthetic use of technology and new methods in product-making and design. For example: using traditional silk-weaving technique to make a modern-style textile or garment.

Marketability of the submitted product

B7. Production Capacity

How many of the product can be produced per week, month, or year? It is a useful information for a buyer, to assess which quantity of crafts can actually be produced.

B8. Retail and Wholesale price (in US\$ or local currency)

Indicate the price for wholesale and for retail. Use EXB prices (prices not including any transportation cost).

If you submit a set of items which can be sold separately, indicate the price for each items.

B9. Weight and measurements

Indicate the dimensions and weight

B10. Where do you sell your products?

Domestic market signifies both the **local markets** and **foreign tourists** visiting the country.

This information will help the experts assess the potential of the submitted product in the targeted market.

B11. What are your usual sales channels?

Oftentimes, local craft producers sell their products directly to the customers. These direct selling methods include: *own shops, street vending, tourist outlets, public markets, exhibitions and fairs*. Another emerging sales method that is increasingly used worldwide is promoting and selling crafts through internet and e-commerce (online stores, producers' and exporters' websites, and online fair trade organizations). **Please tick the most appropriate market channels.**

Respect for environment

B12. Explain any specific attention given for the environment protection in terms of materials and production process (use of recycled materials; use of natural fibres, natural dyes, waste management...)

Environment concerns should be addressed at all stage of production: selection of materials, production, and management of waste products. For instance, the use of natural dyes is usually considered as eco-friendly, but the dye should not come from an endangered species, mordents used to fix the dyes can be toxic, and should not be disposed carelessly.

No Award product should contain endangered or protected raw materials. Ideally, all materials should be gathered in an ecologically sustainable manner.

Producers who use chemicals to treat -- *prepare, dye, fix, polish, and varnish* -- textiles, wood, and metal should state if they are using environmentally friendly processes and safe disposal methods for their waste chemicals. For instance, does the waste go to the rubbish dump, river, and ocean or burned?

Endangered: A species of plants or animals that is considered to be of imminent danger of extinction unless the factors threatening its survival are removed. This includes those materials taken from endangered forests and aquatic systems such as coral from reefs in the ocean.

Protected: Those that are safeguarded by means of law and other rights-based agreements such as ivory or any other materials gathered from the national parks. Provide an official document supporting your use of these endangered or protected materials.

Ecologically sustainable: Materials that can be harvested sustainably without adverse effect on the local ecological system. For example, harvesting of birds' nests is NOT ecologically sustainable. Using natural fibres from a plantation is usually sustainable.

Note: Respect for the environment is a pre-condition to enter a product in the Award programme. Products which do not fulfil this pre-condition will not be evaluated by the panel. Detailed information under questions B7 should be provided to prove to the experts that the pre-condition is fulfilled.

C. Declaration

In submitting this product for the WCC **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.

It is the responsibility of the applicant to remain informed about labour laws, environmental laws and copyrights laws in his/her country.

That WCC may 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.

The awarded products will become the property of WCC. Those that receive the award will be used for exhibition, promotion, and marketing. However, all patent, copyright and other reproduction rights are retained by the producer.

The submitted products that do not receive the award can be returned upon request with the delivery expenses to be shouldered by the applicant/producer (go to part D)

The “Award of Excellence” will be valid for 4 years (renewable at no cost pending conditions described in the regulations) for the submitted product/product line only. Any changes (in design, raw material, quality standard, production process) will lead to a new and therefore a non-awarded product.

A **product line** is a group of related products that have the same characteristics and may have various sizes, colours, and prices: for instance, a set of baskets in different sizes. It also signifies a group of products with various functions but sharing a pattern or design details. For example, a set of bed and mattress sheets and pillow covers with a similar motif, design, and production technique is one product line.

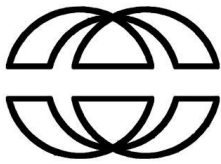
That all information provided on and with this application is true and accurate, and that any wrong or incomplete information will lead to the cancellation of the award.

WORLD CRAFTS COUNCIL and the Regional partners reserved the rights to revoke the award in case some information is found inaccurate.

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

Fill this section **ONLY** if you want the product to be returned to you if not awarded. All costs and logistical arrangements must be done by you.

Please advise your plan for getting the product return to you and it must be taken within two months after notification for return.

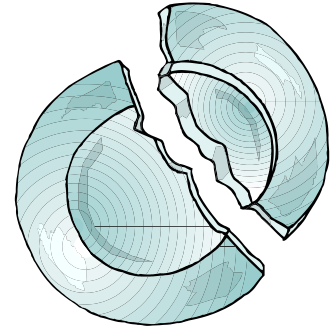


World Craft Council

Packing Advice

WCC Award of Excellence for Handicrafts
2014 programme

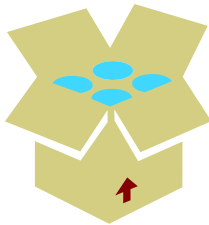
Broken and damaged products cannot be evaluated!
Broken and damaged products cannot be sold!



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:

