



United Nations
Educational, Scientific and
Cultural Organization

Application Form

UNESCO Seal of Excellence for Handicraft 2007 programme

If space is insufficient, please attach additional pages.

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 Seal of Excellence, it will be posted in the project's e-commerce website to allow customers to make orders. Please ensure the information in this section is sufficient and accurate. In case we cannot reach, the product will be removed from our database.

A1. Submitted by:

Name of the producer/shop/business:

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.)

Direct sales in your own shop / workshop / factory

Wholesaler

Trade fairs and exhibitions

Internet marketing and e-commerce

Cooperatives and NGOs

International fair trade organizations

Retailers

Entrepreneurs and middlemen

Importers' and Exporters' Associations

Mail-order companies

Museum and art gallery shops

Department stores, shopping malls

Gift, discount, and specialty shops

Other:

Production capacity

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

1 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 business offer apprenticeship or training opportunities?

Yes No

If yes, please provide information

Copyrights

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

Yes No

A11. Have you copyrighted your products?

Yes No

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

Social responsibility

A12. In case the applicant is not the craftsperson(s) who manufactured the product, specify the relationship between the applicant and the concerned craftsperson(s). Also indicate the specific input made by the applicants in producing the submitted product.

A13. (a) In case you are a distributor for the product, please provide the name and contact information of the artisans.

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

Yes No

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 and Decoration
<input type="checkbox"/> Jewellery
<input type="checkbox"/> Toys and Games
<input type="checkbox"/> Musical Instruments | <input type="checkbox"/> Clothing and Scarves
<input type="checkbox"/> Fashion Accessories (bags, purses etc)
<input type="checkbox"/> Stationery
<input type="checkbox"/> 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	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 (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 (see definition of handicrafts):

B4. Specify 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...)

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

B5. Describe what is the traditional source of inspiration for the submitted product (materials, production process, design, shape, colour, pattern, size, packaging)?

B6. Describe what is the innovation / originality of the submitted product (materials, production process, design, shape, colour, pattern, size, packaging)?

B7. If applicable, tell us a story or a legend about this craft or some of the patterns you used

Marketability of the submitted product

B8. Production Capacity: Number of product(s) that can be produced in a given time period:
per week /per month /per year

B9. Recommended wholesale export price (per unit): US\$ Local Currency

Recommended retail price (per unit): US\$ Local Currency

Declaration

In submitting this product for the UNESCO Seal of Excellence, 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 the programme may keep the product sample submitted, without compensation, and use it for the purposes described in the SEAL programme regulations and guidelines.

If awarded, the Seal of Excellence will be valid for 3 years (renewable 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-Seal-certified product.

That all information provided on and with this application is correct and truthful.

Signature:

Date: