

Exploring Certification: The Craftmark Model
An Alliance for Artisan Enterprise Working Group Roundtable

Wednesday, June 12
8:30 a.m. – 3:00 p.m.
west elm
45 Main Street, 9th Floor
Dumbo, Brooklyn
New York

AGENDA

8:30 a.m. – 9:00 a.m.	Light breakfast served
9:00 a.m. – 9:15 a.m.	Welcome and Introductions
9:15 a.m. – 10:00 a.m.	Introduction of the Craftmark model
10:00 a.m. – 11:30 a.m.	Introduction of certification proposal by west elm Group Discussion: How can the Alliance work with organizations, such as Craftmark, to develop a global certification system?
11:30 a.m. – 12:00 p.m.	Q & A: Opportunities and challenges associated with piloting a global certification system
12:00 p.m. – 1:00 p.m.	Buffet lunch served
1:00 p.m. – 2:30 p.m.	Group Discussion: Verification and standard setting efforts within and outside the artisan industry
2:30 p.m. – 3:00 p.m.	Closing: Next steps and Alliance Business