

ALLIANCE *for*
ARTISAN
ENTERPRISE

ALLIANCE FOR ARTISAN ENTERPRISE

Exploring Certification Models

west elm

How can we scale & support artisan enterprise?

The Alliance for Artisan Enterprise was created to support and grow artisan enterprises, provide best practice services to the organizations that support them, and to support the broader recognition of the importance of the artisan sector to development and preservation of cultural heritage.

west elm believes that a globally recognized third-party certification adopted by the alliance for artisan-made product will help all of us meet this mission

our goals | HOW COULD A CERTIFICATION SYSTEM SCALE & SUPPORT ARTISAN ENTERPRISE?

- **Support** artisan economic development and create artisan jobs on a global scale.
- **Connect** and support existing certification groups, artisan training organizations and artisans in various countries.
- **Authenticate** and validate artisan processes by a globally recognized third-party alliance.
- **Empower** consumers to support artisan makers and connect with the story of the people who make the products they buy.
- **Create** a scalable business model that relies on fees paid by corporations and buyers to support certification costs.

our vision | WHAT COULD A GLOBAL ARTISAN CERTIFICATION SYSTEM LOOK LIKE?

- **A globally recognized**, third-party certification system would illuminate and authenticate a world of artisans.
- **A respected third-party** certification system can become the standard for artisan-made product, the way that Fair Trade is to labor practices, or FSC is to sustainable wood harvesting and forest stewardship.
- **A certification system** can validate varying artisan processes of handcraft, or “direct manual contribution,” as outlined in UNESCO’s definition of artisan production.
- **An organization that partners** with existing certification and artisan support organizations can build on prior knowledge and expertise to implement a ‘real-world’ system of global certifiers in multiple countries.

Products certified as authentically artisanal would meet UNESCO's definition as agreed on by the Alliance for Artisan Enterprise:

Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product.

Alliance for Artisan Enterprise, Founding Documents & Guiding Principles

How would certification benefit key stakeholders?

The benefits of a global third-party certification system are far-reaching and impact a broad range of stakeholders: the artisans themselves, first and foremost, as well as artisan support groups, governments, consumers and retailers.

artisans | HOW COULD A GLOBALLY RECOGNIZED CERTIFICATION SYSTEM BENEFIT ARTISANS?

- **Increase sales** through participation in artisan marketing.
- **Become** part of a globally recognized brand, tell their story and generate awareness and press.
- **Receive help** to overcome barriers in the value chain and scale production in response to the marketplace.
- **Access** an organized network of trainers, validators and support services.
- **Validate** a product as authentically artisanal (and use that connection to attract buyers).
- **Attract and engage** with buyers at all levels of the marketplace, from small to large.

support groups | HOW DO ARTISAN SUPPORT ORGANIZATIONS BENEFIT?

- **Raise awareness** about the intrinsic value of artisanal products and makers.
- **Protect and preserve** traditional craft techniques.
- **Attract new artisans** seeking certification & training.
- **Enter into** a globally recognized pool of expert trainers, validators and support services.
- **Supplement** training costs with certification fees paid by corporations and buyers.
- **Participate** in a globally branded campaign and generate awareness and press.

governments |

HOW COULD CERTIFICATION BENEFIT GOVERNMENTS?

- **Raise awareness** about the intrinsic value of regional/national artisan products and makers.
- **Create jobs** and economic opportunities for artisans and women entrepreneurs.
- **Improve livelihoods** and generate social impact for communities connected to artisan production.
- **Quantify** the impact of the artisan sector with help from a globally recognized model.
- **Organize** a compliance toolkit for artisans that reflects global certification standards.

consumers

HOW DOES A CERTIFICATION SYSTEM BENEFIT CONSUMERS?

- **Purchase** products that support artisans around the world.
Use purchases to effect global change.
- **Support** economic development and create jobs for artisans globally and locally.
- **Help to preserve** traditional craft techniques and cultural heritage.
- **Ensure** that a purchase is authentically artisanal and guard against buying copycat pieces.

retailers | HOW DOES A GLOBALLY RECOGNIZED THIRD-PARTY CERTIFICATION SYSTEM BENEFIT RETAILERS?

- **Support** economic development for artisans, create jobs and overcome barriers in the value chain.
- **Attract and engage** the best artisan makers in the world.
- **Scale production**, working with artisans to meet orders in response to the marketplace.
- **Differentiate** from pretenders in the marketplace and validate a product as authentically artisanal.
- **Access** a trained/organized network of validators.
- **Participate** in a globally branded campaign and generate awareness and press.

Exploring the Craftmark Model

November 2012

What is Craftmark?

- **A certification trademark** for genuine Indian handcrafted products.
- **The base standard** is the hand process used in making the craft, clearly distinguishing it from machine-made products.
- **Each craft** has an individual process documentation and the certification is awarded based on adherence to the standards individually set for each craft.
- **A total of 68** processes have been documented so far and 40 more are in the pipeline for 2013-15.

craftmark

WHAT ARE THE STEPS IN THE CERTIFICATION PROCESS?

1. **Application:** Artisans submit applications via online or printed forms.
2. **Verification:** Craftmark conducts a site visit, photographs and records the process and verifies that standards are met.
3. **Assessment:** Craftmark evaluates the information they've collected for approval or denial.
4. **Compliance:** From raw material to finished process, everything is verified on predefined templates that record materials used, tools used, etc.
5. **Approval:** Upon approval, the artisan receives a unique license number, valid for two years, for each craft process approved.
6. **Certification:** The artisan receives a Craftmark certificate and the ability to use the logo on their products.
7. **Monitoring:** Licenses must be renewed every two years. Craftmark re-completes all steps in a renewal audit process.

Why Craftmark?

- **Provides a standard** for the customer to distinguish between handcrafted and machine-made products.
- **Forms a critical step** in enabling non-price competition, positioning crafts as a premium product and increasing market share.
- **Prevents misuse** of the ‘handcraft’ label. Many products are misrepresented as handcrafted to take advantage of consumer preferences and governmental promotion efforts.
- **Increases sales** of craft-based businesses by an average of **60%**.

The Craftmark Tag

- **Distinguishes the geographical origin** and craft genre of Indian handcrafted products, thus creating traceability back to the producer. For example: *Handcrafted Jewelry from Kerala*.
- **Raises consumer awareness** of distinct handcraft traditions through informative tags for retailers. For example: *Handloom fabrics traditionally woven in Madhya Pradesh with a silk warp & cotton weft give the fabric its unique semitransparent sheen.*

Similarities & Differences

There are many models that currently exist for certification, and most rely on the Artisan paying for the service. It is important that our model is sustainable and can continue to support our partners who have been working in the field.

The Proposed Process

the model

WHAT ARE WE CERTIFYING?

- Authentic Artisan processes are the proposed certification subject.
- Artisan products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product.
(UNESCO)
- These artisan products are handcrafted without restriction in terms of quantity. The intent of this clause is to support scalable production for artisans wishing to grow their businesses.

Validation & Monitoring

the model

WHO WOULD CONDUCT THE CERTIFICATION?

- Third-party experts, such as potential partners like Craftmark, would be utilized to complete the certification.
- These partners may be existing certifying bodies or regional experts who understand local processes and have connections within Artisan communities.
- These certifiers would be contracted by rules and terms of the Alliance.
- By using existing certifiers, the Alliance will also be building local regionalized businesses.

the model

WHO WOULD MONITOR 3RD PARTY CERTIFIERS?

- The Alliance board members would take applications for third party certifiers.
- They will be audited annually and cross-checked with regional references.
- Craftmark provides one example for an artisan craft validation process, but further research regarding potential partners and auditors in other countries will lend greater validity to our proposed model.

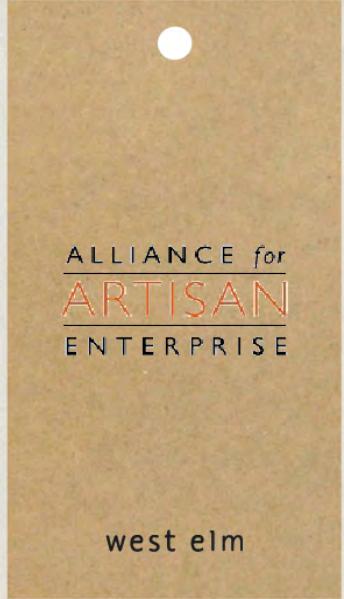
the model

WHO PAYS FOR THE CERTIFICATION AND HOW MUCH?

- The retailer or importer pays for the certification and for the rights to market their certified products.
- We propose a percentage-based fee. Purely for the purposes of modeling, we have used .5% of the cost of goods as an example of fees which could be collected and directed to the Alliance.
- The Alliance would then forward a portion of that fee to the 3rd Party Certifier and hold the remainder for use to fund special projects related to its mission.

What will certification look like to a consumer?

When west elm works with a third-party certification organization, we market that partnership on our product and across all channels: in social media, online, in our stores, in our packaging and in our catalog. A branded certification has the potential to reach millions of shoppers, reinforced at every touchpoint where someone connects with our brand.



west elm

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limited time only**Outdoor Sale Up To 40% Off**
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SOUK WOOL RUG

\$189.00 – \$1,299.00 **SPECIAL \$159.00 – \$1,039.00**

RUG

\$189.00 – \$1,299.00

SPECIAL \$159.00 – \$1,039.00

Delivery Surcharge: Up To \$25.00

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Better barefoot. Our interpretation of a traditional Moroccan Berber, the stunning Souk Rug is handcrafted from New Zealand wool. Soft and elegant underfoot, this piece would be perfect for a bedroom or living room.

- Handmade by Craftmark-certified artisans. [Learn more](#).
- 100% high pile wool in Ivory / Graphite.
- Hand-braided tassels on both ends.
- Rug Pad recommended (sold separately).
- To learn how to choose the right rug size, visit our [Rug Guide](#).
- Spot clean.
- Shedding is common with new wool rugs and will diminish over time.
- Made in India.
- Select styles are online/catalog only.

ALLIANCE for ARTISAN ENTERPRISE

A percentage of the sales from this product go to the Alliance for Artisan Enterprise. The Alliance is an international organization that works to support the power and potential of artisan enterprises to developing economies, communities and women entrepreneurs all over the world.

A. MINI PEBBLE WOOL JUTE RUG Natural Ivory. Made in India. 02-4555871
3' x 5' \$499, 3' x 7' (\$25), 3' x 8' \$599 (\$25), 7' x 10' \$749 (\$25)

B. CHEVRON KNOT RUG Ivory. Made in India. 02-1987726
2' x 3' \$199, 2' x 5' (\$25), 2' x 7' (runner) \$499,
3' x 5' \$549, 3' x 8' \$699 (\$25),
7' x 12' \$849 (\$25)

C. MELANGE RUG Ivory. Made in India. 02-07032623
2' x 3' \$199, 2' x 5' (\$25), 2' x 7' (runner) \$499,
3' x 5' \$399, 3' x 8' \$549 (\$25),
7' x 12' \$999 (\$25)

E. BIG SKY RUG Natural. Made in India. 02-9370437
3' x 5' \$729, 2.5' x 7' (runner) \$499,
3' x 8' \$849, 3' x 10' \$999 (\$25),
8' x 10' \$6699 (\$25), 8' x 12' \$849 (\$25)

F. KAWA DHURIE Indigo. Made in India. 02-067973
2' x 3' \$499, 3' x 5' \$729,
2' x 5' \$849, 2' x 7' \$1495, 3' x 8' \$279,
8' x 10' \$549 (\$25), 9' x 12' \$749 (\$25)

G. SWEATER RUG Oatmeal. Made in India. 02-8929276
1' 8" x 2' 6" \$299, 2' 5" x 7' (runner) \$509,
3' x 5' \$729, 3' x 7' \$849 (\$25),
7' x 12' \$1299 (\$25). **H. CO-STAT RUG PAD** Keeps rug firmly in place. 02-4585543
2' x 3' \$6, 3' x 5' \$12, 2' x 7' (runner) \$16,
5' x 8' \$24, 8' x 10' \$44, 9' x 12' \$59
*Online/Catalog Only