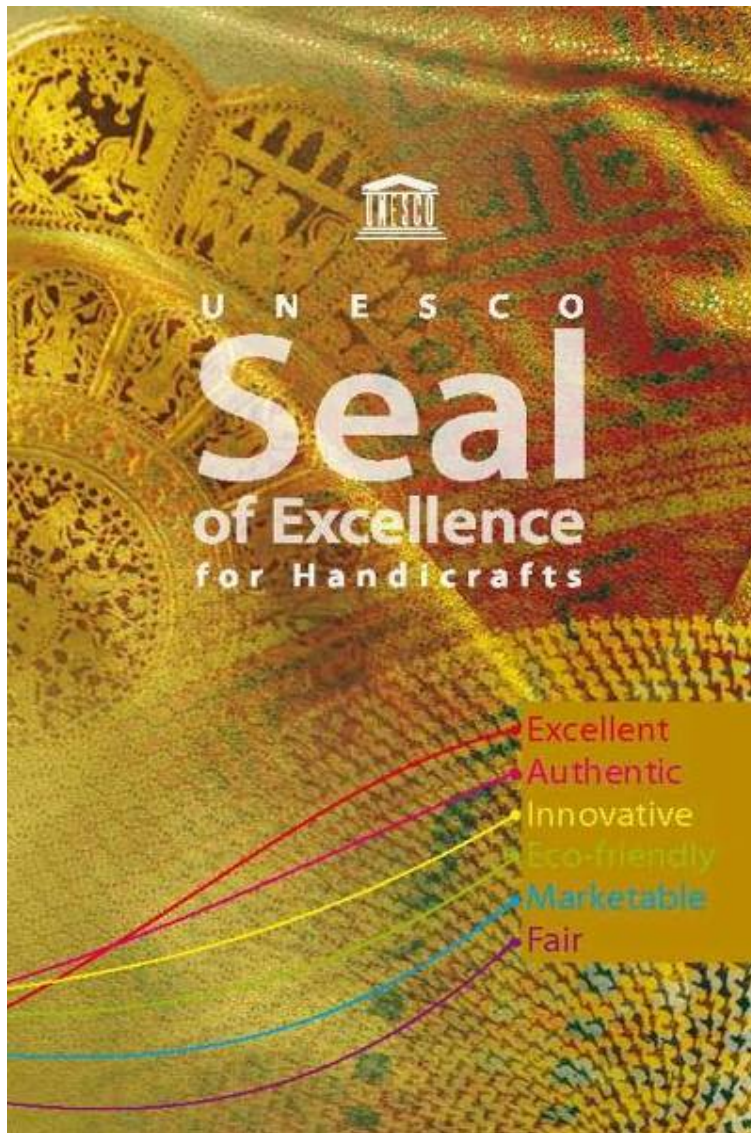


**UNESCO Award “Seal of Excellence”
2008 East Asia Programme**



About the SEAL

The UNESCO award “Seal of Excellence for Handicrafts” (hereafter referred to as the “SEAL”) 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. The SEAL is UNESCO’s flagship programme for supporting craft producers.

有关“徽章”项目

“联合国教科文组织奖项：杰出手工艺品徽章”（以下简称“徽章”）旨在鼓励工艺师创新地运用传统技术、图案和主题生产手工艺品，以保证此类传统和技艺的延续性和可持续发展。“徽章”为联合国教科文组织支持工艺品生产者旗舰项目。

Objective 1: Establish rigorous standards of excellence for handicrafts

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

目标 1：为手工艺品建立严格的杰出标准

“徽章”项目旨在建立一项维护严格杰出标准的、可靠的质量控制机制。目的是保证顾客在购买联合国教科文组织授予“徽章”的手工艺品时，买到的是高质量、具有文化真实性的产品，而且这些产品均以对社会负责和环保的方式生产。

Objective 2: Encourage innovativeness

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

目标 2：鼓励创新

“徽章”项目不仅致力于保持传统技术的连续性，同时鼓励产品创新，以保证手工艺品保持与现代生活息息相关，而且有价值、有市场。

Objective 3: Offer training and support services

UNESCO SEAL 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.

目标 3：提供培训和支持服务

“徽章”项目旨在提供能力建设和培训以帮助工艺品生产者改善产品设计和销售，扩展市场，保护知识产权。

Objective 4: Provide market 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 SEAL 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.

目标 4：提供市场机会以保证手工艺品行业的可持续发展

手工艺品行业在地方经济发展和消除贫困方面发挥着越来越重要的作用。通过提供新的市场机会，“徽章”项目旨在使手工艺品生产者能够建立可持续的谋生方式。将通过发展包括更高端市场在内的手工艺品生产者和购买者网络以及举办展览会和交易会来实现这一目标。

Benefits

The producers of SEAL-awarded products benefit in the following ways:

益处

获得“徽章”产品的生产者可在以下几方面受益：

Certificate of excellence

Each product recognized with the UNESCO award is given a certificate. The certificate can be used as a promotional tool (for this specific product or product line only) to attest the quality and authenticity of a product.

杰出证书

每件获得“徽章”的产品将被颁发获奖证书。证书可用作宣传工具（只用于该具体产品或产品系列）以证明产品的质量和可靠性。

Training and capacity-building

UNESCO assists national and sub-regional partners in organizing workshops on product assessment, design and promotion for the producers of SEAL-awarded products and programme applicants.

培训与能力建设

联合国教科文组织支持国家和次地区伙伴为获得“徽章”的产品的生产者开发有关设计、销售和支持机制的培训班。

Trade fairs and exhibitions

Producers have the opportunity to display the SEAL-awarded product at annual exhibitions and fairs and will receive guidance about participating in international trade fairs.

交易会 and 展览会

生产者有机会在年度展览会和交易会上展示获得“徽章”的产品，并将获得参加国际交易会的相关指导。

Communication and promotion

Producers benefit from the communication and promotion campaign coordinated by UNESCO and its partners. Promotional materials, such as brochures and catalogues, will enhance the product visibility and acknowledgment.

沟通和宣传

生产者能从联合国教科文组织及其伙伴合作举行的交流和宣传活动中受益。宣传资料例如宣传册和目录将提高产品的知名度。

Website

All SEAL-awarded products, together with producers' information data, are listed on the UNESCO Bangkok website so that interested persons can directly communicate with producers.

网站

所有获得“徽章”的产品及其生产者的信息均会列于联合国教科文组织曼谷办事处的网站，这样有兴趣的人就能直接与生产者联系。

Intellectual property and copyrights

Producers of SEAL-awarded handicrafts are sensitized on the benefits of registering their products under intellectual property rights regimes.

知识产权

获得“徽章”的生产者都能对把他们的产品登记到知识产权制度的福利的意识提高。

The SEAL Process

“徽章”项目程序

• 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.

• 提交

邀请和鼓励来自参加国的手工艺品和产品系列生产者将其最好的产品提交评奖。请参见所附各地区相关日程。

• Evaluation

The evaluation takes place in September each second year. Products that meet SEAL standards are awarded with the “Seal of Excellence for Handicrafts.”

• 评审

评审于每两年的九月份进行。符合“徽章”标准的产品会被授予“杰出手工艺品徽章”。

• Awarding

Products that are awarded with the Seal of Excellence will be announced on 15 October. The form and number of certificates awarded is at the discretion of the evaluation panel and UNESCO, and may vary from year to year.

• 颁奖

被授予“徽章”的产品将于10月15日公布。获奖证书的格式和数量由评审团和联合国教科文组织决定，每次可能各有不同。

Evaluation Criteria and Pre-conditions

评审标准

A product that is awarded the “Seal 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 UNESCO evaluates submissions based on meeting ALL of the following four criteria. To be certified with the SEAL, a product must be:

获得“徽章”的产品符合杰出工艺的最高水平，能够作为工艺品生产的标准。由联合国教科文组织任命组成的国际评审团根据提交的参选产品是否满足以下全部四条标准来评奖。要想获得“徽章”，产品必须：

• **Excellent**

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.

• **杰出**

在工艺质量方面达到模范标准：使用优质材料、高标准技术和特别注重生产和最后工序的细节。

• **Authentic**

Expression of cultural identity and traditional aesthetic values: demonstrated by a well-achieved application of aesthetic and cultural expression or traditional crafting techniques.

• **可信**

具有文化特性和传统的美学价值：采用能传达审美和文化信息的方法或传统工艺技术，并取得良好效果。

• **Innovative**

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.

• **创新**

在设计和生产过程中具有创新性：有效和成功地结合传统和当代，或者创造性地运用材料、设计和制作过程。

• **Marketable**

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

• **有市场价值**

在国际市场具有潜力：与产品功能、买者的安全使用、合理的性价比，或者生产的可持续性相关。

To be eligible and enter the evaluation, all submissions must first fulfill two pre-conditions. Products and processes must be:

工艺品和工序还必须符合以下两个基本条件，才能进入评审阶段：

• **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

• **环保**

在材料和生产工艺方面注重环保：例如通过使用自然材料、自然纤维、可循环使用材料和使用环保型材料和生产流程。

• **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 SEAL.

• **公平**

社会责任：生产者必须确认提交参选的手工艺品生产的各个阶段没有违反劳工法和版权，也未剥削任何个人或团体。

Programme Regulations and Eligibility

奖项规则和申请条件

1. The SEAL is awarded every two years by the United Nations Educational, Scientific and Cultural Organization (UNESCO), in collaboration with regional partners.
“徽章”每两年由联合国教科文组织和该国的合作伙伴共同颁发。
2. The SEAL 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.
“徽章”面向生产商业性的手工艺品系列且能够保持批量生产以满足订单需求的手工艺品个体生产者、社区团体、合作单位、设计者和其他工艺品团体。

3. The applicant must reside permanently (for individuals) or be registered (for organizations) in one of the participating countries.
申请人必须永远居住于(对于个人而言)或注册于(对于团体而言)某一参加国。
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奖项只适用于“手工艺品”。请参照下面手工艺品的定义：
 - 纯粹的艺术品不符合要求。
 - 大型产品的其中一部份(例如地毯样本)或半制成品(例如布匹)不符合要求。
5. Products submitted without a complete and signed application form will not be considered for the award.
提交的产品如没有附上完整申请表将不予考虑。
6. The SEAL is only valid for one product or one product line and the SEAL 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.
“徽章”只授予一种产品或一种产品系列。“徽章”证书或名称不能用于获奖者其它未提交和未获奖产品的宣传活动。
7. The SEAL 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 confirmation from the producer, the product will be removed from the website and other promotional materials.
“徽章”证书的有效期为四年，如确认该产品或产品系列仍在生产，并符合相同的特征和质量水平，获奖证书有效期可以免费延长。如生产者未进行确认，产品将从“徽章”网站和其它宣传资料上删除。
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.
为宣传产品，“徽章”获奖证书可进行无限制的复制。不是生产者的申请人有责任跟工艺者共同分享证书和项目的有关信息。
9. Craft products or prototypes submitted for consideration for the SEAL will be retained for educational and promotional purposes and cannot be sold by the programme.
 - Awarded products cannot be returned to applicants
 - Products not awarded the SEAL can be returned to the producer at their own cost upon written request.提交参选“徽章”的工艺品样品或原型将被保留下来用于教育和宣传目的，并且不能出售。
 - 获得“徽章”的产品不能被退还
 - 生产者可提交书面申请索回其未获得“徽章”的产品，但还费用由生产者自理
10. All patent, copyright and other reproduction rights are retained by the producer.
生产者保留所有专利、版权和其它复制权利。

Application Requirements

申请要求

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 on the enclosed leaflet.

要想申请成功，必须遵守所有申请要求。请仔细阅读这些要求。请将完整的申请表寄至[中国工艺美术协会秘书处](#)。

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.

完整和已签字的申请表：请提供有关产品的所有被要求提供的信息，否则产品将不能进入评审程序而被排除在外。

Any details provided will be treated with confidentiality and will not be made public.

所提供的任何信息将被严格保密，不予公开。

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).

照片

1) 手工艺品样品的 12x17 厘米 (5x7 英寸) 照片，主要生产步骤照片。

2) 产品照片将被用于获奖证书和网站。因此提交高质量的照片十分重要 (照片、幻灯片或数字格式)。

Craft product sample(s): One sample of the craft product must be sent to UNESCO SEAL partners (national partner organization or sub-regional secretariat). The product will be used for the evaluation and for exhibitions.

工艺品样品：应将一份工艺品样品寄至联合国教科文组织“徽章”项目伙伴 ([中国工艺美术协会秘书处](#))。产品将用于评审和展览。

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

参选费 300 元人民币：收取的费用将用于“徽章”参选产品的收集整理、行政开支和部份交流和展览会费用。

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 UNESCO Seal of Excellence – no commercial value,” in order to avoid unnecessary custom fees.

寄送费：将申请表和工艺品样品寄送给[中国工艺美术协会秘书处](#)费用由申请者承担。请在邮包上注明‘提交参选联合国教科文组织杰出徽章的样品-无商业价值’以避免不必要的关税费用。

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

高素质包裹：在运输途中破碎或损坏的物品将不参加评选，也不再寄还。

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

想了解更多信息，请参见内附的申请表填写指南或联系我们。

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)

手工艺品指的是纯手工或借助工具制作的产品。可以使用机械工具，但前提是工艺师直接的手工作业仍然为成品的最重要来源。手工艺品由自然材料制成，能够无限量制作。此类产品实用、美观，具有艺术性和创新性，能传达文化内涵，富有装饰性、功能性和传统性，同时具有宗教或社会象征意义和重要性。

(摘自联合国教科文组织/国际贸易中心 1997 年 10 月在菲律宾马尼拉举办的题为“工艺品和国际市场：贸易与海关法典”国际讨论会上对工艺品/工艺师产品的定义)

The SEAL will be awarded 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)

"徽章"将仅授予使用一种或几种自然材料制作的手工艺品。以下列有一些可用来制作手工艺品的自然材料。该表可作为制作者的指导, 但并非已包含所有的自然材料:

- 纺织品(如绵、丝、亚麻)
- 自然纤维(如竹、草、藤条)
- 陶瓷(如土器、陶器、石陶器、瓷器)
- 木材(包括纸和漆器)
- 金属(如银、金、铜、铁、锡合金)
- 宝石(如珍贵与较珍贵的宝玉石)

The UNESCO Award "Seal of Excellence for Handicrafts" in Asia 亚洲的"联合国教科文组织奖项:杰出手工艺品徽章"

The Seal of Excellence for Handicrafts was jointly established by UNESCO and the ASEAN Handicraft Promotion and Development Association (AHPADA) in 2001. Owing to its success, the programme has been expanded worldwide. Within Asia, the SEAL is coordinated by the following sub-regional partner organizations:

"杰出手工艺品徽章"是由联合国教科文组织与东南亚国家手工艺品促进和发展协会联盟于2001年共同创建的。得益于它的成功, 该项目现已扩展到世界范围内。

在亚洲, "徽章"项目由下述地区伙伴组织进行协调:

Southeast Asia: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Viet Nam.

Regional Partner: ASEAN Handicraft Promotion and Development Association (AHPADA)

东南亚: 文莱, 柬埔寨, 印度尼西亚, 老挝, 马来西亚, 缅甸, 菲律宾, 新加坡, 泰国, 东帝汶和越南。

区域伙伴: 东南亚国家手工艺品促进和发展协会联盟(AHPADA)

Central Asia: Afghanistan, Iran, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan

Regional Partner: Central Asia Crafts Support Association (CACSA)

中亚: 阿富汗, 伊朗, 哈萨克斯坦, 吉尔吉斯斯坦, 塔吉克斯坦, 土库曼斯坦和乌兹别克斯坦

区域伙伴: 中亚工艺品支持协会(CACSA)

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

Regional Partner: Crafts Council of India (CCI)

南亚: 孟加拉, 不丹, 印度, 尼泊尔, 马尔代夫, 巴基斯坦和斯里兰卡

区域伙伴: 印度工艺品委员会(CCI)

East Asia: People's Republic of China, Democratic People's Republic of Korea, Japan, Mongolia and Republic of Korea

Regional Partner: National crafts associations in East Asia on a rotational basis

东亚: 中华人民共和国, 朝鲜民主主义人民共和国, 日本, 蒙古和大韩民国

区域伙伴: 全国手工艺协会在东亚交替转换