



# Nest Seal of Ethical Handcraft Licensing Information | 2022





## THE CERTIFICATION PROCESS FOR SEAL ELIGIBILITY

The Nest Ethical Handcraft Program certifies handcraft suppliers, ensuring social compliance in accordance with Nest Standards.

Using a training-first model, we educate and empower vendors to achieve compliance across their handwork-based supply chains. Upon successful completion of the Ethical Handcraft program, vendors' eligible product lines are issued Certificate of Compliance. The associated certification mark, the Nest Seal, is the consumer-facing denotation eligible to be applied to all Nest-certified products.





# The Market for Handmade Products is Growing



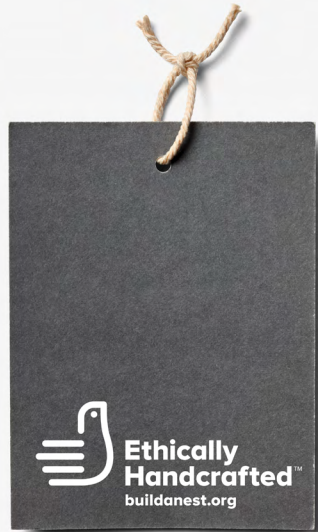
With over **\$500 billion** in annual revenue today, the creative manufacturing and handmade sector is scaling and projected to grow by 20% year on year, reaching **\$1 trillion by 2024**.

Nest and the Nest Seal play a critical role by:

- Bridging the gap between the brands and consumers seeking Ethically Handcrafted™ products
- Serving as a connection to the artisans producing handcrafted goods

Our Ethical Handcraft program and associated Nest Seal ensure that artisans and handworkers have a safe and equitable work environment, even as they work from their homes or small workshops.

# Consumers are Willing to Pay a Premium for Transparency



In the growing handmade sector, **it is more important than ever to distinguish your products** through verified traceability and transparency.

79% of consumers today state **it is important for brands to provide guaranteed authenticity**, like certifications, when they're purchasing goods.

Within this group, 71 percent are **willing to pay an added premium**—37 percent more—for products offering full transparency and traceability.



Source: 2020 IBM Institute for Business Values Report



# Nest Seal Licensing Process



Showcase your commitment and investment in Ethically Handcrafted™ goods today by licensing the Nest Seal.

For a fee, brands and retailers can license the Nest Seal certification mark across a wide variety of Ethically Handcrafted™ products.

- The licensing fee is determined based on the order volume of Nest-certified products
- All licensees will receive the Nest Seal Usage Guidelines and Marketing Toolkit, featuring a variety of creative assets and resources for marketing your Nest Seal products
- Custom consumer education resources and tools, as well as point-of-sale promotional materials, are offered to all Nest Seal licensees



# Benefits of Licensing the Nest Seal



## **AFFIRM YOUR COMMITMENT TO WORKER-WELLBEING ACROSS YOUR SUPPLY CHAIN**

*The Nest Seal is backed by the Ethical Handcraft program which in addition to measuring social compliance against a matrix of 100+ Standards, has also been proven to improve workers' overall wellbeing and sense of agency.*



**9 in 10 women** interviewed for the program shared that their decision-making abilities have improved since working in this capacity and earning fair wages.

## **SOURCE IN A WAY THAT REPRESENTS YOUR VALUES OF DIVERSITY, EQUITY, AND INCLUSION**

*Handcrafted products produced by marginalized communities around the globe offer your business the chance to live your values through the product on your shelves.*



The Ethical Handcraft program has been implemented in **over 25 countries** with diverse artisan groups including indigenous communities, refugees, and migrant workers.



# Benefits of Licensing the Nest Seal



## ENGAGE YOUR CUSTOMERS THROUGH INSPIRATIONAL CONTENT AND IMPACT

*Licensees can receive rich marketing content including visual assets of the production, artisan profiles, and maker testimonials to use in your consumer-facing messaging.*



Nest's consumer research found that **3 in 4 consumers** prefer to purchase handmade products over machine-made—educating consumers on the handcrafted nature of your products can help guide their purchases.

## ALIGN WITH PURCHASING TRENDS

*Consumer demand for unique, handcrafted product continues to grow. Meet your customers where they are, while also communicating your shared impact.*



**Over two-thirds of consumers** in a national survey reported changes in purchasing habits in the last five years, with a stronger inclination towards purchasing fair labor certified and/or locally made products.

# Nest Seal in Market



A growing variety of craft techniques and products carry the Nest Seal, including: baskets, textiles, pottery, wood framed mirrors, handloom yarns, Indigo dyeing, woven mats, wood products, hand-knotted rugs, quilts, macrame, embroidery, clothing, jewelry, hardline and softline home decor.

The Nest Seal currently appears on over 400 SKUs across 2000+ retail stores, including all Target, West Elm, and Pottery Barn locations.

POTTERY  
BARN



west elm



# Next Steps to License the Nest Seal



The Nest team is available to work with your team to support your sourcing needs, licensing intentions, and marketing goals.

Email [nestseal@buildanest.org](mailto:nestseal@buildanest.org) today to get started.

To learn more about the Ethical Handcraft Program and Nest's Standards for Homes and Small Workshops, email [ethicalhandcraft@buildanest.org](mailto:ethicalhandcraft@buildanest.org)



THANK YOU!



**NEST**  
buildanest.org

@buildanest



**CONTACT**

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