

Licensing the Nest Seal of Ethical Handcraft

The Nest Seal is the only certification mark signifying social compliance exclusively within home and workshop based supply chains where handcrafted products are produced.

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. In this growing sector, it's more important than ever to distinguish your products.

Nest and the Nest Seal play a critical role in bridging the gap between the brands and consumers seeking Ethically Handcrafted products and a connection to the artisans producing these goods. Our Ethical Handcraft program and associated Seal of Ethical Handcraft ensure that artisans and handworkers have a safe and equitable work environment—even as they work from their homes or smaller workshops.

WHAT IS THE IMPACT OF NEST CERTIFICATION?

Certified businesses have internal systems and processes that can clearly demonstrate supply chain transparency, protection of worker health and safety, fair compensation to workers, and child advocacy and protection.

As a direct result of this program:

- **66% increase** was seen in businesses consistently maintaining written policies around ethical practice for home-based or decentralized workers
- **100% increase** was seen in businesses able to demonstrate paying fair wages to workers
- **8 in 10 women** interviewed for the program shared that their income supports their children's formal education showcasing the expanded impact of sourcing partnerships
- **42% increase** in businesses expanding supply chain visibility and able to identify and recognize all workers in their supply chain
- **22% increase** in workers' perception of fair pay

WHY LICENSE THE NEST SEAL?

By licensing the use of the only Seal measuring social compliance for products made in homes and small workshops, Nest enables brands, retailers, and artisan businesses to communicate their commitment to supply chain transparency, worker well-being, fair wages, and diverse and inclusive sourcing to an increasingly conscious customer base.

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.¹

The Nest Seal can help you to capture the growing market share of increasing consumer demand for certified products and the ongoing growth of the global handcraft market.



¹ 2020 IBM Institute for Business Values Report

Licensing the Nest Seal will allow your brand to:

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.

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—making consumers aware of the handcrafted nature of products can increase product demand.

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 focus on purchasing fair labor certified and/or locally made products.

WHAT IS THE CURRENT SCOPE OF THE NEST SEAL IN MARKET?

Our Ethical Handcraft Program has been implemented in over 25 countries across the globe.

A growing variety of craft techniques and products have been awarded 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 2,000+ retail stores, including all Target, West Elm, and Pottery Barn locations.

HOW IS NEST CERTIFICATION DIFFERENT THAN THE NEST SEAL?

The Compliance Certificate is issued to vendors for a product line that has been assessed according to Nest's Standards for Homes and Small Workshops and has achieved the minimum threshold score across a matrix of 100+ compliance standards. Upon completion of the assessment process, Nest will issue a compliance certificate, which, upon request, can be shown to brands and retail partners as a testament to the hard work your team has undertaken and your verification of compliance practices. However, the Certificate should not be publicly shared, displayed, or distributed outside of requested compliance verification between partners. All public and consumer-facing promotion of your certification should be done using the Nest Seal and associated messaging and marketing tools.

The Nest Seal is the consumer-facing certification mark that communicates to customers that a supply chain is certified according to Nest Standards. The Nest Seal incorporates hands symbolizing humanity, cooperation, and handcraft, brought together with the image of a bird, which depicts Nest's work to give artisan businesses the wings to fly. The Nest Seal certification mark, as well as the trademarked phrase, "Ethically Handcrafted" are only to be utilized by certified vendors and license holders.

LICENSING PROCESS AND PRICING

Brands, buyers, and retailers can utilize the Nest Seal of Ethical Handcraft certification mark to communicate their social commitments and investment in Ethically Handcrafted products.

Licensees can leverage and communicate about a vendor's ethical production practices through use of the Nest Seal certification mark, which is available for a small fee equivalent to 1% of the total order value of certified product.

Upon committing to a licensing agreement, all licensees receive access to the Nest Seal certification mark, Nest Seal Usage Guidelines, and the Nest Seal Marketing Toolkit, which features a variety of assets, including marketing, promotion, and consumer education resources.

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

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

To learn more about licensing the Nest Seal or sourcing Nest Seal products,

email nestseal@buildanest.org

To learn more about the Ethical Handcraft Program and Nest's Standards for Homes and Small Workshops,

email ethicalhandcraft@buildanest.org