



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

NGO accreditation

Reçu CLT / ~~ICH-09~~ Form

Le 07 SEP. 2015

N° 0584

PDF

SIGNED

REQUEST BY A NON-GOVERNMENTAL ORGANIZATION TO BE ACCREDITED TO PROVIDE ADVISORY SERVICES TO THE COMMITTEE

DEADLINE 31 MAY2014

Instructions for completing the request form are available at:

<http://www.unesco.org/culture/ich/en/forms>

1. Name of the organization

1.a. Official name

Please provide the full official name of the organization, in its original language, as it appears in the supporting documentation establishing its legal personality (section 8.b below).

1.b. Name in English or French

Please provide the name of the organization in English or French.

**Women's Multipurpose Cooperative Society
Al-Qassim region (Herfah)**

2. Contact of the organization

2.a. Address of the organization

Please provide the complete postal address of the organization, as well as additional contact information such as its telephone number, e-mail address, website, etc. This should be the postal address where the organization carries out its business, regardless of where it may be legally domiciled (see section 8).

Organization: Herfah

Address: P. O. Box 31933 Buraidah, Al-Qassim51418, Saudi Arabia

Telephone number: +96663220631

E-mail address: manager@herfah.org.sa

Website: www.herfah.org.sa

Other relevant
information:

2.b Contact person for correspondence

Provide the complete name, address and other contact information of the person responsible for correspondence concerning this request.

Title (Ms/Mr, etc.):	M's
Family name:	Alharbi
Given name:	Hind
Institution/position:	Director-General of the women's cooperative to manage the multi-purpose craft
Address:	P.O.Box31933Buraidah51418, Saudi Arabia
Telephone number:	+966 552640540
E-mail address:	manager@herfah.org.sa
Other relevant information:	

3. Country or countries in which the organization is active

Please identify the country or countries in which the organization actively operates. If it operates entirely within one country, please indicate which country. If its activities are international, please indicate whether it operates globally or in one or more regions, and please list the primary countries in which it carries out activities.

<input checked="" type="checkbox"/> national
<input type="checkbox"/> international (please specify:)
<input type="checkbox"/> worldwide
<input type="checkbox"/> Africa
<input type="checkbox"/> Arab States
<input type="checkbox"/> Asia & the Pacific
<input type="checkbox"/> Europe & North America
<input type="checkbox"/> Latin America & the Caribbean
Please list the primary country(ies) where it is active:

4. Date of its founding or approximate duration of its existence

Please state when the organization came into existence.

The Society worked for 4 years before its establishment as a women's committee belonging to the Emirate of the region and after achieving its accomplishments in collecting and maintaining the heritage; the Society was founded in 2009.

5. Objectives of the organization

Please describe the objectives for which the organization was established, which should be 'in conformity with the spirit of the Convention' (Criterion C). If the organization's primary objectives are other than safeguarding intangible cultural heritage, please explain how its safeguarding objectives relate to those larger objectives.

Not to exceed 350 words; do not attach additional information

- Protecting the heritage crafts and handicrafts from extinction through inheriting them from one generation to another. (7 handicrafts were passed to the new generation through training courses, workshops and awareness campaigns in schools and women's centers with "2360 trainees" in 53 programs and 30 workshops during 1870 hours.)
- Protecting the crafts from extinction and developing them, in addition to encouraging the public taste to need them through developing the handicraft products and being contemporary with them through modern products and leading global brands (Herfah Bai Naima Al-Shahyl project). 300 traditional designs have been produced with modern heritage character.
- Activating the woman's role and encouraging her through funding her financially to own a small successful project. 650 projects were funded for 600 productive families.
- Documenting the crafts and handicrafts through making videos that illustrate how the crafts are done, and writing training curricula for training in these crafts.
- Training and qualifying girls in rural regions in the fields of mastering the crafts and managing small projects. 2360 trainees were trained.
- Creating new job opportunities for girls in specialties that are not needed by the labor market or for those who do not have qualifications. 200 girls were employed in the fields of productive labs and training centers.
- Creating Marketing outlets for craft products through opening a market for crafts containing 240 shops owned by craftswomen; in addition holding regular annual festivals to attract visitors from different regions, and establishing informative workshops and the heritage cultural event. 6 festivals have been held and they have participated in 64 local, regional and global festivals.



6. The organization's activities in the field of safeguarding intangible cultural heritage

Sections 6.a to 6.c are the primary places to establish that the NGO satisfies the criterion of having 'proven competence, expertise and experience in safeguarding (as defined in Article 2.3 of the Convention) intangible cultural heritage belonging, inter alia, to one or more specific domains' (Criterion A).

6.a. Domain(s) in which the organization is active

Please tick one or more boxes to indicate the primary domains in which the organization is most active. If its activities involve domains other than those listed, please tick 'other domains' and indicate which domains are concerned.

- oral traditions and expressions
- performing arts
- social practices, rituals and festive events
- knowledge and practices concerning nature and the universe
- traditional craftsmanship
- other domains - please specify:

6.b. Primary safeguarding activities in which the organization is involved

Please tick one or more boxes to indicate the organization's primary safeguarding activities. If its activities involve safeguarding measures not listed here, please tick 'other safeguarding measures' and specify which ones are concerned.

- identification, documentation, research (including inventory-making)
- preservation, protection
- promotion, enhancement
- transmission, formal or non-formal education
- revitalization
- other safeguarding measures – please specify:

6.c. Description of the organization's activities

Organizations requesting accreditation should briefly describe their recent activities and their relevant experience in safeguarding intangible cultural heritage. Please provide information on the personnel and membership of the organization, describe their competence and expertise in the domain of intangible cultural heritage and explain how they acquired such competence. Documentation of such activities and competences may be submitted, if necessary, under section 8.c below.

Not to exceed 750 words; do not attach additional information

The Society carries out many activities that aim to maintain the manual heritage through:

- Holding and participating in regular events and festivals and entering the global market
- Establishing various workshops
- Establishing awareness campaigns, aiming to introduce the heritage in schools, targeting students and mothers.
- Promoting the self-employment culture in cities and rural areas



7. The organization's experiences in cooperating with communities, groups and intangible cultural heritage practitioners

The Committee will evaluate whether NGOs requesting accreditation 'cooperate in a spirit of mutual respect with communities, groups and, where appropriate, individuals that create, maintain and transmit intangible cultural heritage' (Criterion D). Please briefly describe such experiences here.

Not to exceed 350 words: do not attach additional information

- Technical sustainability, the overall quality for the production lines of the handicrafts and local industries has been achieved through the application of the quality and safety system (ISO) for the products.
- The rights of the women working in the handicrafts have been maintained by teaching them how to calculate the cost of manual labor and the product costs and to preserve the patent and design rights (The European Commission's prize (Shaliot) for the protection of the craftswomen rights 2010).
- Reaching the segments of the society such as youth, and promoting the concept of manual labor by establishing a popular Cafe that offers popular desserts, representing the Kingdom's heritage in a contemporary modern manner. Two women cafes were established in the city and the rural regions (The Tourism Excellence Award 2011).
- The Center became one of the most important tourist attractions for all visitors and delegations of the world. Several awards have been obtained in tourism excellence such as The Tourism Excellence Award 2011.
- Developing and being contemporary with the handmade products by attracting international expertise to develop the handmade product.
- Contributing in improving the economic status of women through a business incubator that releases not less than 50 projects per year.

8. Documentation of the operational capacities of the organization

The Operational Directives (paragraph 97) require that an organization requesting accreditation submit documentation proving that it possesses the operational capacities listed under Criterion E. Such supporting documents may take various forms, in light of the diverse legal regimes in effect in different States. Submitted documents should be translated whenever possible into English or French if the originals are in another language. Please label the supporting documents clearly with the section (8.a, 8.b or 8.c) to which they refer.

8.a. Membership and personnel

Proof of the participation of the members of the organization, as requested under Criterion E (i), may take diverse forms such as a list of directors, list of personnel and statistical information on the quantity and categories of members; a complete membership roster usually need not be submitted.

Please attach supporting documents, labelled 'Section 8.a'.

8.b. Recognized legal personality

If the organization has a charter, articles of incorporation, by-laws or similar establishing documents, a copy should be attached. If, under the applicable domestic law, the organization has a legal personality recognized through some means other than an establishing document (for instance, through a published notice in an official gazette or journal), please provide documentation showing how that legal personality was established.

Please attach supporting documents, labelled 'Section 8.b'.



8.c. Duration of existence and activities

If it is not already indicated clearly from the documentation provided for section 8.b, please submit documentation proving that the organization has existed for at least four years at the time it requests accreditation. Please provide documentation showing that it has carried out appropriate safeguarding activities during that time, including those described above in section 6.c. Supplementary materials such as books, CDs or DVDs, or similar publications cannot be taken into consideration and should not be submitted.

Please attach supporting documents, labelled 'Section 8.c'.

9. Signature

The application must include the name and signature of the person empowered to sign it on behalf of the organization requesting accreditation. Requests without a signature cannot be considered.

Name: Hind Alharbi

Title: M's

Date: 6-9-2015

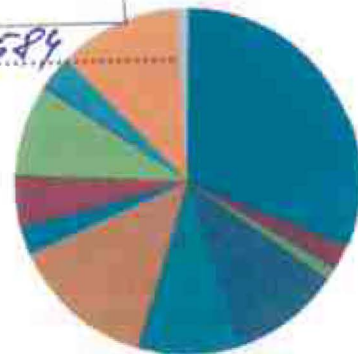
Signature:



Types of Craft

NO. 02 / 01 / ITH
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- Thick Ropes
- Crystal SeifSado
- Murals
- Canvas Earrings
- Bracelets
- Coaster Canvas
- Canvas Bag
- Embroidery pads



✓ The Sewing Unit

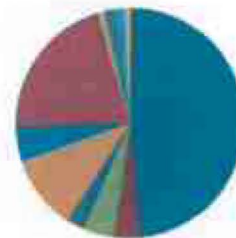
Production consists of the following phases:

- The Pattern Drawing Phase.
- Selecting the Appropriate Raw Materials.
- The Cutting Phase
- The Machinery Phase
- The Cleaning Phase using the Sewing Machine.



Sewing

- MalafatSev
- Murals Bags
- Prayer Rugs
- Murals
- Traditional Clothes
- Handbags
- Travel Bags



✓ The Artistic Unit

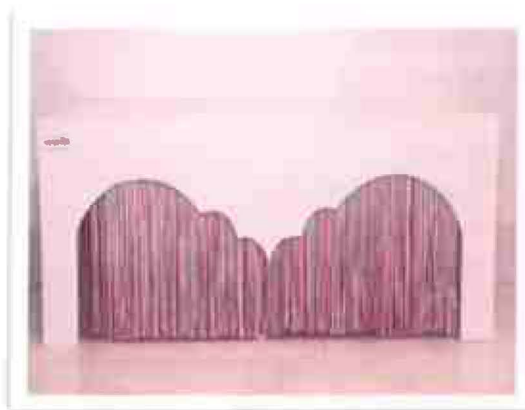
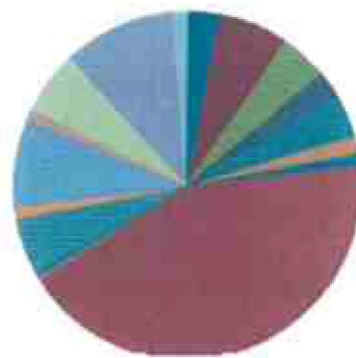
Here, the unit presents many artworks, which are used as various gifts, such as:

- Glass Sculpture
- Painting on Wood
- Designing armors
- Implementing various artworks for a number of authorities as a General Commission for Tourism and Antiquities, Emirate of Qassim region...etc.

(Picture)

Types of Artworks

- Shalky Trays
- Al-Klija Armors
- Decoupage
- Wooden Boxes
- Candle
- Beads ropes
- KahtSeif



❖ Measuring the Market's Economic and Social Impact (It is optional here either to add the survey or not)

We have conducted a simple survey for the craftswomen at the market to measure the extent of the market's impact on the stability of their financial and family situation and the results were as follows:

First: The projects' classification; so that the percentage of the most prevalent projects is the handicrafts

Project Description (Number)	Handicrafts (9)	Crochet (4)	Spices (5)	SadoFabric (10)	Popular dishes (6)
Percentage	42%	7%	14%	28%	7%

Second: The visitors' opinions; 46% of the visitors are satisfied with the provided services and the type of products; this percentage is an indicator for us to double our efforts and develop the products.

Visitors' Opinions	Satisfied (9)	Very Satisfied (3)	Fair (2)	Poor ()
Percentage	46%	21%	14%	

Third: The social impact; 57% of the craftswomen believe that owning a shop in the market contributed to the improvement of their social status by achieving some kind of stability and self-sufficiency and avoiding the pressures of life.

Social Impact	Excellent (8)	Very Good (5)	Good (1)	Poor ()
Percentage	57%	35%	7%	

Fourth: The Financial impact; the market has contributed in increasing the income equivalent to 57%, whereas 28% of the craftswomen believe that they are the least sellers and 14% of them noticed the low level of the sales, and this segment will be targeted to increase the training for the next stage to develop the product.

Financial Impact	Excellent (8)	Very Good (4)	Good (2)	Poor ()
Percentage	57%	28%	14%	

✓ **The Crafts and Handicrafts Institute**

- The Crafts and Handicrafts Institute, which belongs to the Herfah Association, was established in early 1434 H, with the support of the Alwaleed Bin Talal Foundation under the license no. 1/8/169920 from the Technical and Vocational Training Corporation.



The Institute provides several training programs in various fields according to the following classification:

✓ **Craft Courses**

Course Name
Beads and Accessories
Designing Heritage Gifts
Decoupage
Making Accessories
Market Program (Sewing Art + Market Art)
Sado
Hand Embroidery
Al- Seif
Earrings



✓ Administrative Courses



Course Name
HACCP (Food Production)
Secretariat
Career behavior
Sewing and making clothes
Arabic calligraphy (theoretical)
Arabic calligraphy (practical)
Ceramic design skills
Making Soups
Preparing a feasibility study for small businesses
Preparing a feasibility study for small businesses
The importance of team work and its management
The Technology Step by Step

✓ Other Awareness Programs

Health Awareness
Security and Safety
Diabetes (Group 1)
Diabetes (Group 2)
Breast Cancer (Group 1)

Breast Cancer (Group 2)
Heart and Blood Pressure Diseases (Group 1)
Heart and Blood Pressure Diseases (Group 2)
Alzheimer's disease

Statistics:

Total number of courses: 53 programs

Total number of workshops: 30 workshops

Number of hours provided by the Institute: 1870 hours

Number of the courses' graduates: 2360 trainees

(Picture)

Training Courses Classification

- Administrative Courses
- Craft Courses
- Awareness Courses



The Productive Families Section

The Productive families section is considered the first core for supporting small business female owners and their development in all fields. The section helps the productive family produced in owning a small project that benefits her and her family, and achieves a degree of self-sufficiency through a variety of services including:

- Funding productive families
- Training and qualifying the applicants.
- Conducting economic feasibility studies.
- Providing economic consultations.
- Creating marketing outlets for the productive families' products.
- Development and Innovation

Festivals and Exhibitions:

- The Fifth Quot Festival
- The Dates Festival
- The Spring Festival in Burayadah
- The Ramadan Herfah Festival
- The Civil Festival
- The Producers Festival
- Berlin Exhibition
- Korea Exhibition



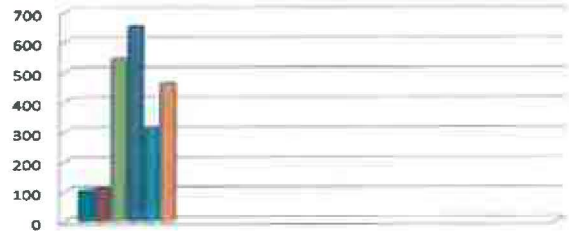
- Korea Exhibition

(Picture)



Statistics

- Successful Projects
- Suspended Projects
- Ongoing Projects
- Number of families who have been trained
- Participations in Festivals
- Number of projects that have been funded



The Herfah Market (Saudi Professional Home)

By the end of 1433 H, the Herfah market was inaugurated with the support from the Social Charity Fund, based on the vision of the Herfah Association, which is essentially founded on supporting and encouraging Saudi craftswomen and providing them with the appropriate environment for producing, marketing and displaying their various products, resulting in contributing to the development of a solid ground, on which they are based in order to face any challenges and obstacles standing in the way of proving themselves, and also contributing to the non-extinction and disappearance of some popular and heritage professions cherished by the people of the country.

The Market's objectives include the following:

- 1- Supporting the craftswomen in marketing and selling their products.
- 2- Helping the craftswomen in making their businesses succeed and enriching the Saudi crafts.
- 3- Making the craftswomen keep up with the existing market in terms of the production's required quality



Herfah's Achievements:

- Documenting the embroidery craft in the region, the types of stitches and its forms and registering them as an intellectual property in the Arab World.
- The European Commission's prize (Shalio) for the protection of the craftswomen rights 2010.
- The Tourism Excellence Award 2011.
- Obtaining the ISO certification in 2011 and the Food Safety Certificate 2011
- Opening the Herfah Coffee Shop 2011.
- The Saudi Post Success Partners Award 2012.
- The King Khalid Foundation Award for the (Makn) project 2012.
- The Tourism Excellence Award for the Herfah Coffee Shop 2012.
- Obtaining recognition by UNESCO as the first Saudi non-governmental authority interested in heritage and maintains it globally 2013.

