

Call for applications

Intellectual Property for Women Entrepreneurs
from Indigenous Peoples and Local Communities

2021-2022 Training, Mentoring and
Matchmaking Program



100
1919-2019
SOCIAL JUSTICE
DECENT WORK



International
Trademark
Association



International
Trade
Centre



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

The WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities aims to strengthen the capacity of indigenous and local community women entrepreneurs to make strategic and effective use of intellectual property tools in support of their entrepreneurial activities.

Program description

Entrepreneurship based on traditional knowledge and traditional cultural expressions celebrates the rich and diverse cultures and traditions of indigenous peoples and local communities around the world, strengthening their sense of identity and belonging, as well as creating jobs and generating income.

However, indigenous and local community entrepreneurs often face difficulties due to a lack of awareness of and expertise on intellectual property.

As a result, they find it difficult to secure and manage intellectual property rights in support of their businesses, but also to prevent misappropriation and free-riding on their cultures by third parties. In addition, they often struggle to position their products and services in the marketplace. Therefore, knowing more about intellectual property rights and how they can be used in practice, can form part of “positive” and “defensive” protection strategies.

Indigenous and local community women, many of whom play a key role as holders and custodians of traditional knowledge and traditional cultural expressions, represent a significant number of these

entrepreneurs, often facing additional difficulties due to inequalities in access to education, funding, and support services.

The *WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities* (the Program), which will be delivered through a training phase and a mentoring and matchmaking phase, will provide participants the opportunity to:

- build capacity in intellectual property and acquire the skills necessary for an effective use of the intellectual property system, including in the digital economy;
- acquire basic knowledge of related fields useful in an entrepreneurial context, such as business modelling, marketing and digital storytelling;
- benefit from the support of a mentor to further develop and implement projects and businesses based on traditional knowledge and/or traditional cultural expressions that have an intellectual property component; and
- meet amongst Program participants, share and learn from each other’s experiences, but also meet potential partners who can provide support with the implementation of the intellectual property components of their projects and businesses.

It is hoped that the Program will encourage women entrepreneurship, innovation, and creativity related to traditional knowledge and traditional cultural expressions, and lead to sustainable prosperity for women and their communities, thus supporting the implementation of many of the Sustainable Development Goals, including gender equality, decent work and economic growth, poverty eradication, reduced inequalities, and industry, innovation, and infrastructure.

In delivering the objectives of the Program, WIPO will work with its Program Partners who bring deep and valuable experiences to the table.

What types of projects or businesses could benefit from the Program?

The Program could, for example:

- assist creative and innovative entrepreneurs to sustainably brand and commercialize products and services based on traditional knowledge and/or traditional cultural expressions;
- help identify and manage intellectual property issues that can arise in the context of projects focused on the documentation and digitization of traditional knowledge and/or traditional cultural expressions; or
- help folk, art, and cultural festival organizers, but also the artists, performers, and exhibitors at such festivals, to monitor and manage the use of intellectual property rights in that context.

Program structure

The Program has a practical approach, consisting of two phases: a training phase and a mentoring and matchmaking phase.

The **training phase** will consist of a virtual practical workshop that includes a mixture of short presentations, case studies and group work, to take place online from October 11 to 22, 2021.

Participants will acquire basic knowledge of the main principles, systems and tools of the intellectual property system as they relate to traditional knowledge and traditional cultural expressions. In doing so, emphasis will be given to the potential value (and challenges) that intellectual property can bring in support of projects and businesses based on traditional knowledge and/or traditional cultural expressions.

The virtual practical workshop will also provide the opportunity for participants to network and share experiences with other indigenous and local community women entrepreneurs from around the world to further develop their projects and businesses. Time will be allocated to presentations and discussions of each of the participants' projects and businesses.

The **mentoring and matchmaking phase** will take place in 2022. During that phase, mentors will be assigned to individual participants to provide guidance and support in the implementation of the intellectual property components of the participants' projects and businesses.

Mentoring will be provided through video chat, emailing and telephone communication by WIPO and/or its Program Partners.

At the end of the mentoring and matchmaking phase, participants will be requested to complete a written report on the implementation or status of their projects and businesses and answer a short questionnaire.

Financial support

A limited financial contribution may be offered by WIPO, upon request, in support of the intellectual property components of the participants' projects or businesses.

Admission requirements

Who can apply?

Women entrepreneurs from indigenous peoples and local communities, such as artisans, designers, performing artists, researchers, healers, or small-scale farmers, who are planning or have already initiated a project or business based on traditional knowledge and/or traditional cultural expressions with an intellectual property component, are encouraged to apply.

WIPO will select up to 25 participants. Provided that an adequate number of applications are received, every effort will be made to select at least two participants from each of the seven geo-cultural regions recognized by the UN Permanent Forum on Indigenous Issues, namely (i) Africa; (ii) Arctic; (iii) Asia; (iv) Central, South-America and the Caribbean; (v) Eastern Europe, the Russian Federation, Central Asia, and Transcaucasia; (vi) North America; and (vii) the Pacific regions.

Applications from young indigenous and local community women entrepreneurs are strongly encouraged.

Language requirements

Participants should be able to effectively communicate in either English, Spanish, or Russian.

Simultaneous interpretation will be provided from and into those languages during the virtual practical workshop.

Costs

Upon request, WIPO will cover the costs of Internet connectivity and related expenses for the participation of the selected candidates.

Required prior knowledge

It is recommended that participants have or acquire a basic understanding of intellectual property prior to the virtual practical workshop.

Participants are encouraged to take the WIPO Primer on Intellectual Property (DL-001), which is a three-hour distance learning course offered free of charge by the WIPO Academy.

Participants can also benefit from the WIPO General Course on Intellectual Property (DL-101), which is also free of charge, building on the concepts presented in the Primer.

For more information or to access the WIPO Primer on Intellectual Property (DL-001) and the WIPO General Course on Intellectual Property (DL-101), visit the WIPO eLearning Center at <https://welc.wipo.int>.

Participants should have the necessary IT skills to be able to effectively participate in the Program, as well as access to IT equipment and reliable Internet connectivity for the duration of the Program.

Registration dates

Candidates should submit a duly filled application form through the following link: <https://surveys.wipo.int/s3/en-women-entrepreneurs> by **September 6, 2021**.

Applications submitted after the closing date will not be considered.

Successful candidates will be notified by email. If selected, candidates must confirm their participation and their commitment to participate in all phases of the Program.

Enquiries may be addressed at grtkf@wipo.int.