

## **Committee on Development and Intellectual Property (CDIP)**

**Twenty-Second Session**  
**Geneva, November 19 to 23, 2018**

### **REVISED PROJECT PROPOSAL ON INTELLECTUAL PROPERTY AND GASTRONOMIC TOURISM IN PERU AND OTHER DEVELOPING COUNTRIES: PROMOTING THE DEVELOPMENT OF GASTRONOMIC TOURISM THROUGH INTELLECTUAL PROPERTY**

*prepared by the Secretariat*

1. The Committee on Development and Intellectual Property (CDIP), at its twenty-first session, discussed the document CDIP/21/14 on the Project on Intellectual Property, Tourism and Gastronomy in Peru: Promoting the Development of Tourism and Gastronomy in Peru through Intellectual Property. The Committee took note of the project proposal and “requested the Delegation of Peru to revise it with the support of the Secretariat for consideration at its next session.” The said revised version of the proposal is contained in document CDIP/22/14.
2. Following an initial round of discussions at CDIP/22, the Secretariat was requested to further revise document CDIP/22/14 to include an estimated budget for the project implementation. Accordingly, the Annex to this document contains a revised project proposal.
3. *The CDIP is invited to consider the Annex to the present document.*

[Annex follows]

## DEVELOPMENT AGENDA RECOMMENDATIONS 1, 10 and 12

### PROJECT DOCUMENT

1. SUMMARY	
<u>Project Code</u>	DA_1_10_12_01
<u>Title</u>	Intellectual property and gastronomic tourism in Peru and other developing countries: promoting the development of gastronomic tourism through intellectual property.
<u>Development Agenda Recommendations</u>	<p><i>Recommendation 1:</i> WIPO technical assistance shall be, <i>inter alia</i>, development-oriented, demand-driven and transparent, taking into account the priorities and the special needs of developing countries, especially LDCs, as well as the different levels of development of Member States and activities should include time frames for completion. In this regard, design, delivery mechanisms and evaluation processes of technical assistance programs should be country specific.</p> <p><i>Recommendation 10:</i> To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.</p> <p><i>Recommendation 12:</i> To further mainstream development considerations into WIPO's substantive and technical assistance activities and debates, in accordance with its mandate.</p>
<u>Brief description of the Project</u>	<p>The project seeks to promote intellectual property (IP) related to culinary traditions (food and beverages) for use in the tourism sector of Peru [and other developing countries] and enabling the documentation, development and sustainable use of each country's culinary tradition and culture.</p> <p>To that end, strategies and actions are proposed that involve the major public and private sector stakeholders in the tourism, gastronomy and IP sectors, working together to identify potential IP tools and to recommend their use. This will include the organization of events to promote the benefits of IP use in the context of gastronomic tourism.</p> <p>The expected results of the project are the following:</p> <p>(a) Documentation of traditional gastronomy (food and beverages) as well as promoting its use in Peru [and other developing countries].</p>

	(b) Stimulate economic activity and increase added value in the gastronomic tourism sector through the use of IP relating to culinary traditions (food and beverages) (for instance, guaranteeing traditional culinary practices, geographical origin and quality of ingredients, correct handling of food, etc.) as a resource for leveraging the diversity of local products and traditions.
<u>Implementing Program</u>	2, 8, 9
<u>Links to other Program(s)/DA Project(s)</u>	Programs: 1, 3, 4, 5, 6, 8, 16, 17, 31 and 32  Projects: DA_1_10_12_40_01, Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and other Developing Countries; DA_4_10_01, IP and Product Branding for Business Development in Developing and Least Developed Countries; and DA_10_05, Improvement of National, Sub-Regional and Regional IP Institutional and User Capacity
<u>Links to Expected Results in the Program and Budget</u>	<i>Expected Result III.1:</i> National innovation and IP strategies and plans consistent with national Development objectives.  <i>Expected Result III.2:</i> Enhanced human resource capacities able to deal with the broad range of requirements for the effective use of IP for development in developing countries, LDCs and countries with economies in transition.
<u>Project duration</u>	36 months
<u>Project budget</u>	Total budget: 540,500 Swiss francs of which 353,000 Swiss francs for non-personnel, and 187,500 Swiss francs for personnel (P2 50%)
<b>2. PROJECT DESCRIPTION</b>	
2.1. <u>Introduction to the topic</u>	
<p>Tourism currently generates significant revenue for countries and serves as one of the main sources of revenue for some developing countries.</p> <p>According to the “Market survey to analyze gastronomic tourism in Peru”, conducted by the Peru Export and Tourism Promotion Agency (PROMPERÚ) in 2016, the main attractions for</p>	

tourists are traditional cuisine (59 percent), Machu Picchu (60 percent) and various natural landscapes (61 percent). The survey found that 82 percent of tourists view Peru as a gastronomic destination. Accordingly, in 2017, World Travel Awards recognized Peru as the world's best culinary destination for a sixth consecutive year.

The sheer variety of high-quality Peruvian products that are rooted in the national history, environment, and traditional forms of farming, production and processing has been recognized worldwide, thanks to Peruvian gastronomy.

Peruvian gastronomy includes, *inter alia*, dishes and recipes, agricultural products, ingredients, production and cooking techniques (the pachamanca, for example), cooking equipment, and eating habits. Moreover, Peruvian gastronomy opens up opportunities to develop agriculture, livestock and fishing by creating demand for Peruvian products. It also fuels the creation of new businesses and the demand for higher quality in the Peruvian countryside.

The international recognition of Peruvian restaurants has fueled the high demand for gastronomic tours that enable visitors to discover the culinary art of past generations of Peruvians that has endured thanks to fusion cuisine and innovative culinary techniques. These gastronomic tours include visits to gourmet restaurants, farms that grow the ingredients used in Peruvian dishes as well as markets and shops that sell food items. Visitors also participate in cookery classes and tastings.

The above information shows that there is an opportunity to create enabling conditions for economic and social development in communities that have potential tourist areas; attract investments; and generate a platform for IP proposals. This can also be true for other developing countries which, similarly to Peru, wish to better promote their gastronomic tourism sector through the use of IP tools.

It is important to note that the services provided through restaurants, hotel associations and tour operators involve a large number of skilled workers, thus yielding a high percentage of well-paid jobs and raising the value of traditional products to the benefit of farming families and restaurant chefs.

Consequently, gastronomy industry stakeholders play a key role in providing high quality services to tourists by meeting their specific needs. Hence, they could greatly benefit from the strategic use of the IP system in their activities. For instance, chefs could use trademarks, trade names and advertising slogans to market the products and services offered in their restaurants and could even own copyrights to the original wording of their menus. Suppliers (e.g. farmers) of the items used by chefs could also benefit from the IP system through the use of collective marks, certification marks, appellations of origin, plant varieties, and traditional knowledge and folklore, among other things.

All the above notwithstanding, there is no intensive use of IP in the Peruvian tourism and gastronomy sectors. This is evident from the statistics generated by INDECOPI, which show that only 5.6 per cent of all trademarks registered in 2017 by Peruvian residents relate to catering and hospitality services. This may also be the case in similar developing countries.

Thus, the project will aim at analyzing the potential benefits that IP related to culinary traditions could bring to economic activities within the gastronomic tourism sector in Peru and other developing countries, as well as raising awareness about this subject.

## 2.2. Objectives

### Overall objective:

The project seeks to promote the use of IP related to culinary traditions (food and beverages) for use in the tourism sector and enabling the documentation, development and sustainable use of each country's culinary tradition.

### Specific objectives:

1. Build the capacity of economic operators involved in gastronomic tourism and of national authorities, including IP offices, to use and leverage IP tools and strategies to add value that differentiates their products and services, and to diversify their economic activities while respecting local traditions and culture.
2. Raise awareness on the contributions that the use of IP can take to the gastronomic tourism activities.

## 2.3. Strategy

### A. Scope

The project will be implemented in Peru and 3 other pilot countries.

### B. Selection criteria for beneficiary countries

The actual selection of the three other pilot countries will be based on, *inter alia*, the following criteria:

1. Existence of national/regional development policies where gastronomic tourism is considered a tool for territorial development, poverty alleviation, employment creation, women and youth empowerment, economic, social and cultural development in general.
2. Country/region characterized by a specific gastronomy that attracts tourism.
3. Demonstrated interest at the business and political levels to increase the competitiveness and innovation capacity of activities within the gastronomic tourism sector.
4. Commitment of the country to dedicate the necessary resources for the effective implementation of the project and its sustainability.

Member states interested in participating in the project will submit a proposal presenting a brief description of the elements mentioned above.

### C. Delivery strategy

The strategy is aimed at developing specific activities to achieve project objectives and it includes the following:

#### 1. Strategy 1: Research activities

Action 1.1: Preparation of a scoping study in each pilot country on the gastronomic tourism sector, which will provide a mapping of key culinary traditions (food and beverages) within the respective countries.

Action 1.2: Institute a round table that brings together the main tourism, gastronomy and IP public entities and stakeholders of each country (in the case of Peru: MINCETUR, PROMPERÚ, APEGA, AHORA, INDECOPI) and opinion leaders in the sector (in the case of Peru: Gaston Acurio, Virgilio Martinez, and others) in order to discuss and gather information regarding the current challenges they face in the gastronomic tourism sector related to IP, and how they are coping with them.

Action 1.3: Based on that scoping study and the results of the round table, preparation of an analysis of the IP-related areas of the value chain of a selected culinary tradition in each pilot country. This third action will aim at identifying potential IP tools which could be used for the promotion of the selected tradition throughout its value chain (i.e., IP tools related to the conception, production and delivery of that specific subject matter).

Action 1.4: Share the mentioned analysis of the IP-related areas of the value chain of a selected culinary tradition with the participants of the round table mentioned in Action 1.2, for their comments and revision before finalizing the document.

#### 2. Strategy 2: Capacity-building activities

Action 2: Organization of a seminar in each pilot country in which the recommendations and results of the research activities undertaken in that pilot country are presented.

#### 3. Strategy 3: Awareness-raising activities

Action 3.1: Organization of an international seminar in which the experiences and results of the studies undertaken in the different pilot countries are presented.

Action 3.2: Based on the above, preparation of a compilation of the main outputs and conclusions reached in the different beneficiary countries, which will contribute to raising awareness on the subject matter across a broader public.

### D. Potential risks and mitigating measures

Risk 1: Sustained collaboration with national authorities and focal points is key in determining the level of support provided from the pilot countries, smooth running of activities and timely implementation of the project.

Mitigation 1: In order to mitigate risks, the project manager will undertake careful consultations and request full involvement of local partners in the implementation of activities.

Risk 2: Conditions in a selected pilot country may impede the project implementation.

Mitigation 2: Due discussions should be pursued. Should such discussions be unsuccessful, the project in the country may be suspended or postponed.

Risk 3: Difficulty to identify expert resources with the required experience and knowledge of the intersection between IP and the promotion of gastronomic tourism.

Mitigation 3: Cooperation should be sought as early as possible with other relevant UN Specialized Agencies, funds, and/or programs.

### 3. REVIEW AND EVALUATION

#### 3.1 Project Review Schedule

A yearly progress report will be presented for the consideration of the CDIP.

A final self-evaluation will be carried out upon project completion and will be submitted to the CDIP.

A final independent evaluation report will be prepared by an external consultant upon project completion and will be submitted to the CDIP.

#### 3.2 Project Self-Evaluation

<i>Project Outputs</i>	<i>Indicators of Successful Completion (Output Indicators)</i>
Three pilot countries selected (in addition to Peru).	Three countries selected (based on agreed selection criteria); and  Focal points appointed for country project implementation.
Country-level project plans approved.	Four project implementation plans drafted and approved (one per pilot country).
Four scoping studies on the gastronomic tourism sector (one per pilot country).	Meaningful mapping of culinary traditions in each pilot country.
Identification of gastronomy, tourism and IP public entities and stakeholders.	Identification of relevant stakeholders in each pilot country.

<p>Institution of a round table in each pilot country with relevant stakeholders in the gastronomic tourism and IP sectors.</p>	<p>Significant percentage of participants to the round tables reported that it was helpful to better face challenges in the IP and gastronomic tourism sector.</p>
<p>Preparation of an analysis of IP-related areas of the value chain of a selected culinary tradition in each pilot country, identifying potential IP tools which could be used for the promotion of that culinary tradition across its value chain.</p>	<p>Identification of meaningful IP tools that could be used for the promotion of the selected culinary traditions across their value chains.</p>
<p>Organization of four seminars (one in each pilot country) in which the analysis of IP-related areas of the value chain of a selected culinary tradition is presented.</p>	<p>Significant percentage of participants to the seminar reported a better understanding about potential IP tools that could be used for the promotion of the selected culinary tradition throughout its value chain.</p>
<p>Organization of an international seminar in which the experiences and conclusions of the project in each pilot country are presented.</p>	<p>Presence of relevant stakeholders in the IP and gastronomic tourism sector of different countries.</p>
<p>Preparation of a compilation of the main outputs and conclusions reached in the different pilot countries.</p>	<p>Relevant identification of the conclusions reached as a result of the different research activities of the project.</p>
<p><i>Project Objectives</i></p>	<p><i>Indicators of Success in Achieving Project Objective (Outcome Indicators)</i></p>
<p>1. Build the capacity of economic operators involved in gastronomic tourism and of national authorities, including IP offices, to use and leverage IP tools and strategies to add value that differentiates their products and services, and to diversify their economic activities while</p>	<p>Number of economic operators in the gastronomic tourism sector that, after the project, have started plans to use and leverage IP tools to add value to their product or service.</p> <p>Number and relevance of capacity building activities conducted by national authorities, including IP offices, to provide advisory services on the use of IP tools in the gastronomic tourism sector.</p>



<p>respecting local traditions and culture.</p>	
<p>2. Raise awareness on the contributions that the use of IP can take to the gastronomic tourism activities.</p>	<p>Percentage of participants to the round tables and seminars that reported a better understanding of the potential contributions of IP for the gastronomic tourism sector.</p> <p>Level of access and use of the compilation of main outputs and conclusions of the projects by other interested Member States and stakeholders.</p>



Activity	Quarters												
	■	■	■	■	□	□	□	□	■	■	■	■	
Evaluation	■	■	■	■	□	□	□	□	■	■	■	■	X

4. TOTAL RESOURCES BY OUTPUT

(a) Year 2019

Project outputs	2019		Total		Total
	Personnel	Non-personnel	Personnel	Non-personnel	
4 scoping studies		48,000		48,000	48,000
4 round table meetings		60,000		60,000	60,000
Preparation of analysis of IP-related areas of the value chain of a culinary tradition		15,000		15,000	15,000
Personnel	62'500		62'500		62'500
<b>Total</b>	<b>62,500</b>	<b>123,000</b>	<b>62,500</b>	<b>123,000</b>	<b>185,500</b>

(b) Biennium 2020-2021

Project outputs	2020		2021		Total		Total
	Personnel	Non-personnel	Personnel	Non-personnel	Personnel	Non-personnel	
Preparation of analysis of IP-related areas of the value chain of a culinary tradition		45,000				45,000	45,000
Sharing of analysis with participants of round table, for their comments and revision		10,000				10,000	10,000
4 national seminars				60,000		60,000	60,000
International seminar				80,000		80,000	80,000
Compilation of main outputs and conclusions				25,000		25,000	25,000
Project self-evaluation				10,000		10,000	10,000
Personnel	62,500		62,500		125,000		125,000
<b>Total</b>	<b>62,500</b>	<b>55,000</b>	<b>62,500</b>	<b>175,000</b>	<b>125,000</b>	<b>230,000</b>	<b>355,000</b>

NON-PERSONNEL RESOURCES BY COST CATEGORY

(a) Year 2019

Activities	<i>(Swiss francs)</i>							Total
	Travel, Training and Grants			Contractual Services				
	Staff Missions	Third-party Travel	Training and related travel grants	Conferences	Publishing	Individual Contractual Services	Other Contractual Services	
4 scoping studies						48,000		48,000
4 round tables	12,000	15,000	18,000			15,000		60,000
Preparation of analysis of IP-related areas of the value chain of a culinary tradition			15,000					15,000
<b>Total</b>	<b>12,000</b>	<b>15,000</b>	<b>38,000</b>			<b>63,000</b>		<b>123,000</b>

(b) Biennium 2020-2021

Activities	<i>(Swiss francs)</i>							Total
	Travel, Training and Grants			Contractual Services				
	Staff Missions	Third-party Travel	Training and related travel grants	Conferences	Publishing	Individual Contractual Services	Other Contractual Services	
Preparation of analysis of IP-related areas of the value chain of a culinary tradition			25,000				20,000	45,000
Sharing of analysis with participants of round table, for their comments and revision					10,000			10,000
4 national seminars	20,000	40,000						60,000
International seminar	15,000	45,000		10,000			10,000	80,000
Compilation of main outputs and conclusions					10,000	15,000		25,000
Project self-evaluation						10,000		10,000
<b>Total</b>	<b>35,000</b>	<b>85,000</b>	<b>25,000</b>	<b>10,000</b>	<b>20,000</b>	<b>25,000</b>	<b>30,000</b>	<b>230,000</b>

[End of Annex and of document]