

Committee on Development and Intellectual Property (CDIP)

Twenty-Fourth Session
Geneva, November 18 to 22, 2019

REVISED PROJECT PROPOSAL FOR THE REGISTRATION OF THE COLLECTIVE
MARKS OF LOCAL ENTERPRISES AS A CROSS-CUTTING ECONOMIC
DEVELOPMENT ISSUE SUBMITTED BY THE PLURINATIONAL STATE OF BOLIVIA

prepared by the Secretariat

1. The Committee on Development and Intellectual Property (CDIP), at its twenty-third session, discussed document CDIP/23/15 on the *Project Proposal Submitted by the Plurinational State of Bolivia for the Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue*. The Committee “considered positively the project proposal and requested the Plurinational State of Bolivia to work with the Secretariat to further develop the project for its consideration at the next session”.
2. The Annex to this document contains a revised project proposal by the Plurinational State of Bolivia, prepared with the support of the WIPO Secretariat.

3. *The CDIP is invited to consider the Annex to the present document.*

[Annex follows]

DEVELOPMENT AGENDA RECOMMENDATIONS 1, 4 and 10

PROJECT DOCUMENT

1. SUMMARY	
<u>Project Code</u>	DA_1_4_10_01
<u>Title</u>	Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue
<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 4:</i> Place particular emphasis on the needs of small and medium-sized enterprises (SMEs) and institutions dealing with scientific research and cultural industries and assist Member States, at their request, in setting up appropriate national strategies in the field of intellectual property.</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>
<u>Brief description of the Project</u>	<p>The project aims to convert the competent national office (SENAPI, in the case of the Plurinational State of Bolivia, or the relevant office in each beneficiary country) into an entity effecting linkages between collective mark registration and local development by supporting SMEs through the promotion of practices that generate a positive image of their goods, nationwide marketing, links to traditional practices and added value derived from the prioritization of sustainability.</p> <p>The proposal is to establish a “collective mark incubator” involving SENAPI and the relevant private and public bodies (as appropriate in each beneficiary country), which will be tasked with assessing the technical, financial and market viability of the goods and services that</p>

	<p>they select, providing technical advisory services on trademark protection, and assisting in the registration of collective marks.</p> <p>It will thus contribute to the economic growth and development of the regions of the entire Plurinational State of Bolivia (and of another three developing countries) by making the most of the links between social capital, production enterprises and intellectual property.</p> <p>Technical assistance will be required in three stages. In the first one, entrepreneurs and other stakeholders who could benefit from registering a collective mark will be identified. In the second one, the collective mark will be created and registered. In the third one, assistance will be provided through awareness-raising and capacity building activities with a view to contribute to its sustainability.</p> <p><u>Expected project result</u> Organization of a supporting and bolstering system to facilitate the registration of the collective marks of local enterprises as a cross-cutting feature of production-based economic development.</p>
<u>Implementing Program</u>	8
<u>Links to other Program(s)/DA Project(s)</u>	<p>Programs: 2, 6, 9 and 30</p> <p>Projects: DA_4_10_01, IP and Product Branding for Business Development in Developing and Least Developed Countries; DA_4_10_02 Pilot Project on Intellectual Property (IP) and Design Management for Business Development in Developing and Least Developed Countries (LDCs); DA_1_10_12_01, Intellectual property and gastronomic tourism in Peru and other developing countries: promoting the development of gastronomic tourism through intellectual property; DA_1_10_12_40_01, Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and other Developing Countries</p>
<u>Links to Expected Results in the Program and Budget</u>	<p><i>Expected Result III.1:</i> National innovation and IP strategies and plans consistent with national Development objectives.</p> <p><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.</p> <p><i>Expected Result III.6:</i> Increased capacity of SMEs, universities and research institutions to successfully use IP to support innovation</p>
<u>Project duration</u>	24 months

<u>Project budget</u>	Total budget: 450,000 Swiss francs, of which 325,000 Swiss francs for non-personnel, and 125,000 Swiss francs for personnel resources
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2. PROJECT DESCRIPTION

2.1. Introduction to the topic

In many countries in the region, SMEs gain comparative advantages from forming groups, traditionally as federations or associations that enhance market access through specialization in the supply of goods or services, by geographical sector or by branch of industry.

Most socio-community enterprises identified by SENAPI operate collectively but are unaware of the advantages of using a collective mark, hence the need to publicize widely the scope, benefits and contribution of SMEs, which can have a comparative advantage for, as they are relatively small enterprises, their collective dynamism is all the greater. Small firms operate with few bureaucratic trappings and have much greater flexibility in adapting to market conditions. Another advantage is teamwork, which is conducive to economies of scale and greater recognition of their “branded good” in the same way as in large firms.

2.2. Objectives

Overall objective:

Develop a supporting and bolstering system to facilitate the registration of the collective marks of local enterprises as a cross-cutting economic development issue.

Specific objectives:

1. Formulate an awareness-raising, information and dissemination strategy on the advantages, opportunities and benefits of the registration of collective marks as the intellectual property of small community enterprises.
2. Contribute to the strengthening of an institutional structure to support the identification, development and registration of collective marks.
3. Promote mechanisms to protect, safeguard and support small enterprises through the use of collective marks.

2.3. Strategy

A. Scope

The project will be implemented in the Plurinational State of Bolivia and another three beneficiary countries, taking into account WIPO’s support and lines of joint cooperation.

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. Appointment of national coordinator who will act as the country's institutional representative.
2. Existence of collective marks protection institutions and legislative framework;
3. Preferably, existence of association or other organization or group of producers that could benefit from the use of a collective mark;
4. Actual need to support local businesses in developing collective marks;
5. Expression of interest by the Member State's intellectual property bodies;
6. 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 project implementation will consist of three phases:

Phase 1: Identification of potential products that could benefit from a collective mark and selection of final product

Action 1.1: Scoping study on the production areas and community enterprises that could benefit from the use of collective marks.

Action 1.2: Information event for local authorities and local entrepreneurs on the potential benefits of the use of collective marks.

Action 1.3: Selection of one product in each beneficiary country for which a collective mark will be developed and registered and creation of association or identification of already existing association.

Action 1.4: Workshop with the members of the association on collective identity building and developing trademarks for business use.

Phase 2: Development, registration and launch of the collective mark

Action 2.1: Drafting and adoption of regulations of use of the collective mark.

Action 2.2: Design and agreement on the logo for the collective mark.

Action 2.3: Registration of the collective mark.

Action 2.4: Holding of events to launch the collective mark.

Phase 3: Capacity building and awareness-raising activities

Action 3.1: Development of a practical guide on the development and registration of collective marks, for replication in other scenarios, and customization for each beneficiary country.

Action 3.2: Conduct of a training activity for IP officers on the development and registration of collective marks.

Action 3.3: Production of awareness-raising material (promotional leaflet and short video).

D. Potential risks and mitigating measures

Risk 1: Resistance by some producer associations to change when collective mark registration begins.

Mitigation 1: Conduct high-impact information and awareness-raising drives on the comparative advantages of using collective marks.

Risk 2: Possible conflicts within community associations, which could delay action to launch the collective mark incubation process.

Mitigation 2: Initiate action to build local authorities' and producers' awareness of the effects of organizational weakness on the formulation of productive ideas by their associates.

Risk 3: Limited institutional capacity of beneficiary groups to develop, register and benefit from the collective mark.

Mitigation 3: Undertaking of institutional assessment of the potential beneficiary groups prior to selection.

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 <u>Project Self-Evaluation</u>	
<i>Project Outputs</i>	<i>Indicators of Successful Completion (Output Indicators)</i>
Three beneficiary countries selected (in addition to the Plurinational State of Bolivia)	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 beneficiary country)
Four scoping studies on potential products/services that could benefit from the use of collective marks (one per beneficiary country)	Final scoping study validated by beneficiary countries' local focal points and WIPO Secretariat
Information events for local authorities and entrepreneurs on the potential benefits of the use of collective marks	Significant percentage of participants to the event reported a better understanding about the potential benefits of the use of collective marks
Selection of one product in each beneficiary country for which a collective mark will be developed and registered and creation of association or identification of already existing association.	One product selected and one association created/identified in each beneficiary country
Drafting and adoption of regulations of use of the collective mark (in each beneficiary country)	Regulations of use drafted and adopted in each beneficiary country
Design of the logo for the collective mark (in each beneficiary country)	Logo designed and agreed upon in each beneficiary country
Registration of the collective mark (in each beneficiary country)	One collective mark registered in each beneficiary country
Event to launch the collective mark	Successful organization of launching event (one for each collective mark / beneficiary country)

<p>Development of a practical guide on the development and registration of collective marks, for replication in other scenarios</p>	<p>Practical guide developed and customized for each beneficiary country</p>
<p>Conduct of a training activity for IP offices on the development and registration of collective marks (in each beneficiary country)</p>	<p>Significant percentage of participants indicated that the training has improved their knowledge and skills in relation to the development and registration of collective marks</p>
<p>Production of awareness-raising material (in each beneficiary country)</p>	<p>Production of a promotional leaflet and a short video (for each beneficiary country)</p>
<p><i>Project Objectives</i></p>	<p><i>Indicators of Success in Achieving the Project Objectives (Outcome Indicators)</i></p>
<p>Formulate an awareness-raising, information and dissemination strategy on the advantages, opportunities and benefits of the registration of collective marks as the intellectual property of small community enterprises</p>	<p>Significant percentage of small community enterprises have indicated that they are aware of the advantages, opportunities and benefits of the registration of collective marks (survey)</p>
<p>Contribute to the strengthening of an institutional structure to support the identification, development and registration of collective marks</p>	<p>In each beneficiary country, a collective mark has been developed and registered</p>
<p>Promote mechanisms to protect, safeguard and support small enterprises through the use of collective marks.</p>	<p>Additional collective marks have been registered within five years from the completion of the project in each beneficiary country (impact assessment)</p>

4. IMPLEMENTATION TIMELINE¹

Activity	Quarters							
	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Pre-implementation activities: -Selection of beneficiary countries -Appointment of local focal points								
Approval of country-level project plans	X							
Preparation of a scoping study in each beneficiary country	X	X						
Information event for local authorities and local entrepreneurs on the potential benefits of the use of collective marks in each beneficiary country		X	X					
Selection of one product in each beneficiary country for which a collective mark will be developed and registered and creation of association or identification of already existing association in each beneficiary country		X	X					
Workshop with the members of the association in each beneficiary country			X	X				
Drafting and adoption of regulations of use of the collective mark in each beneficiary country			X	X				
Design of the logo for the collective mark in each beneficiary country			X	X				
Registration of the collective mark in each beneficiary country					X			
Holding of event to launch the collective mark in each beneficiary country						X		
Development of a practical guide on the development and registration of collective marks, for replication in other scenarios and customization for each beneficiary country					X	X		
Conduct of a training activity for IP officers in each beneficiary country						X	X	
Production of awareness-raising material (leaflet and short video in each beneficiary countries)					X	X	X	
Evaluation								X

¹ Implementation will start once all beneficiary countries of the projects have been selected and focal points have been appointed in each of them.

5. TOTAL RESOURCES BY OUTPUT

Project outputs	2020		2021		Total
	Personnel	Non-personnel	Personnel	Non-personnel	
4 scoping studies		28,000			28,000
4 information events		30,000			30,000
Selection of product and identification/creation of association (4)		20,000			20,000
4 workshops with members of association		30,000			30,000
Drafting and adoption of regulations (4)		28,000			28,000
Design of logo (4)		9,000			9,000
Registration of the collective mark (4)				10,000	10,000
4 launching events				50,000	50,000
Practical guide and customization				18,000	18,000
4 training activities				66,000	66,000
4 sets of awareness-raising material (leaflet and short video)				26,000	26,000
Evaluation				10,000	10,000
Total personnel²	62,500		62,500		125,000
Total non-personnel		145,000		180,000	325,000
Total	62,500	145,000	62,500	180,000	450,000

² 50% P2 level staff.

NON-PERSONNEL RESOURCES BY COST CATEGORY

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						28,000		28,000
4 information events	20,000		10,000					30,000
Selection of product and identification/creation of association (4)						20,000		20,000
4 workshops with members of association	20,000		10,000					30,000
Drafting and adoption of regulations (4)						28,000		28,000
Design of logo (4)						4,000	5,000	9,000
Registration of the collective mark (4)						10,000		10,000
4 launching events	20,000	20,000	10,000					50,000
Practical guide and customization					8,000	10,000		18,000
4 training activities	20,000	20,000	10,000			16,000		66,000
4 sets of awareness-raising material (leaflet and short video)					10,000	4,000	12,000	26,000
Evaluation						10,000		10,000
Total	80,000	40,000	40,000		18,000	130,000	17,000	325,000

[End of Annex and of document]