

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

**Thirty-Fifth Session**  
**Geneva, November 17 to 21, 2025**

**PROJECT ON EMPOWERING DOLL-MAKING ARTISANS THROUGH  
INTELLECTUAL PROPERTY – PROJECT PROPOSAL SUBMITTED BY  
VENEZUELA**

*Prepared by the Secretariat*

1. By means of a communication dated February 10, 2025, the Delegation of Venezuela submitted a proposal for a pilot project on “Empowering Doll-Making Artisans through Intellectual Property” for consideration at the thirty-fifth session of the Committee on Development and Intellectual Property (CDIP).
2. The Annexes to this document contain the said proposal, developed with the support of the WIPO Secretariat.

3. *The Committee is invited  
to consider the Annexes hereto.*

[Annexes follow]

<b>1. Introduction of the Project</b>
<b>1.1 Project Code</b>
DA_04_11_01
<b>1.2 Project Title</b>
Empowering Doll-Making Artisans through Intellectual Property
<b>1.3 DA Recommendations</b>
<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 11:</i> To assist Member States to strengthen national capacity for protection of domestic creations, innovations, and inventions and to support development of national scientific and technological infrastructure, where appropriate, in accordance with WIPO's mandate.</p>
<b>1.4 Project Duration</b>
24 months
<b>1.5 Project Budget</b>
The total project budget is 426,200 Swiss francs, all for non-personnel expenditures.
<b>2. Description of the Project</b>
<p><b>Background</b></p> <p>In some countries, such as Venezuela, the craft of making handcrafted dolls is deeply rooted in history, reflecting unique techniques, skills, and cultural knowledge that have, over time, provided livelihoods for artisans and served as living testaments to creativity and values of their communities. Intellectual Property (IP) rights can play a critical role in empowering doll-making artisans to gain market visibility and equitable remuneration.</p> <p>Doll-making craft represents more than commercial activities; it embodies generations of knowledge, artistic innovation, and community identity that have been carefully preserved and transmitted across generations. It often involves the use of locally sourced materials and time-honored techniques that reflect the unique identity and pride of the artisans sustaining this craft. Each country's approach to doll-making reflects distinct narratives, historical experiences, and aesthetic traditions that contribute to the rich diversity of global creative heritage.</p> <p>Despite its immense creative value and economic potential, doll-making is impacted by the development of new technologies, globalization, and the changes in commerce patterns. These transformative forces, while creating new opportunities, also present unprecedented challenges. For instance, they face significant barriers in accessing formal markets and limited awareness on the available legal protection mechanisms that hinder market visibility and</p>

equitable remuneration. Addressing these challenges requires comprehensive and innovative strategies.

IP represents a powerful strategic tool that can provide support to the beneficiary countries in protecting and empowering doll-making artisans. By empowering the artisans to take advantage of the existing IP rights, there will be better protection for doll-making practices, ease of market access, and an equitable share of returns for their handcrafted dolls. This will in turn translate to continuous support for innovation and socioeconomic growth.

This project aims to empower doll-making artisans through the strategic use of IP rights. It seeks to enhance understanding and awareness among key stakeholders through capacity-building initiatives. By developing practical IP tools, the project will assist beneficiary countries to apply their IP frameworks and develop initiatives that advance the protection, preservation and empowerment of doll-making artisans.

By fostering stronger IP frameworks and promoting collaboration among key stakeholders, the project will contribute to creating reliable mechanisms where artisans receive fair and equitable compensation, gain awareness of the available legal mechanisms, and strengthen their access to both local and international markets.

### **Stakeholders**

The main stakeholders relevant to this project are:

- IP Offices and local authorities in the beneficiary countries.
- Doll-making artisans and associations.

## **2.1 Project Concept**

Doll-making artisans face challenges in relation to market visibility and legal protection. IP represents an effective tool that can assist the beneficiary countries to empower and protect handcrafted dolls while creating economic opportunities for artisans. Many countries, however, lack IP frameworks and the expertise needed to effectively support artisans in utilizing IP rights, which in turn prevents them from accessing legal protections and market opportunities that could transform their economic prospects.

This project seeks to empower doll-making artisans within the beneficiary countries to strategically use IP rights to protect their original creations and strengthen the identity and marketability of their handcrafted dolls. Through targeted capacity-building, this project will enable artisans to protect their handcrafted dolls, access formal markets and build enterprises based on their artistic expertise.

## **2.2 Project Objective, Outcome and Outputs**

The overall project **objective** is to empower doll-making artisans within the beneficiary countries to strategically use IP rights to protect their original creations and strengthen the identity and marketability of their handcrafted dolls.

Its intended **outcomes** are:

- (1) Increased awareness and understanding among the main stakeholders within the beneficiary countries of the strategic role IP rights play in empowering doll-making artisans; and
- (2) Established support mechanisms within the beneficiary countries that protect and

empower doll-making artisans through the strategic use of IP.

The project will deliver the following **outputs**:

**Output 1** – Country-based needs assessment of the relevant types of IP rights that could be used to support the protection and empowerment of doll-making artisans in each beneficiary country.

**Output 2** – A practical action plan based on the country-based needs assessment of relevant types of IP rights, to support the beneficiary countries in empowering doll-making artisans.

**Output 3** – Practical training and awareness-raising on the role of IP in empowering doll-making artisans.

### 2.3 Project Implementation Strategy

The project outcomes and outputs will be achieved through the following activities:

**Output 1** - Country-based needs assessment of the relevant types of IP rights that could be used to support the protection and empowerment of doll-making artisans in each beneficiary country.

**Activities:**

- (a) Identify and engage key stakeholders in the beneficiary countries, including IP offices, local authorities, doll-making artisans and associations.
- (b) Undertake an assessment of the existing IP rights involved in the protection of the doll-making craft among the artisans within the beneficiary countries.
- (c) Collect relevant good practices and challenges in using IP rights among the handcrafted doll artisans.
- (d) Analyze gaps and opportunities in the existing IP infrastructure and prepare a detailed country-based needs assessment report.

**Output 2** - A practical action plan based on the country-based needs assessment of relevant types of IP rights, to support the beneficiary countries in empowering doll-making artisans.

**Activities**

- (a) Identify the good practices and strategic entry points for IP in supporting the protection and empowerment of doll-making artisans in each beneficiary country.
- (b) Develop a tailored practical action plan for each beneficiary country that best supports the doll-making artisans.
- (c) Implement a dissemination strategy to ensure wide accessibility and uptake of the action plan.

**Output 3** – Practical training and awareness-raising on the role of IP in empowering doll-making artisans.

**Activities**

- (a) Develop interactive training materials based on the country-based needs assessment for each beneficiary country.
- (b) Design and facilitate awareness-raising activities for main stakeholders in each beneficiary

<p>country to empower the doll-making artisans.</p> <p>(c) Organize a dissemination event in each beneficiary country to strengthen capacity, enhance commercial presence and establish a network among the main stakeholders.</p>	
<b>2.4 Project Indicators</b>	
<u>Project objective:</u>	<u>Objective indicator:</u>
Empower doll-making artisans within the beneficiary countries to strategically use IP rights to protect their original creations and strengthen the identity and marketability of their handcrafted dolls.	- By the end of the project, 100 per cent of participating doll-making artisans in each beneficiary country have taken concrete steps to apply IP rights to protect and commercialize their handcrafted dolls.
<u>Project outcomes:</u>	<u>Outcome indicators:</u>
1. Increased awareness and understanding among the main stakeholders within the beneficiary countries of the strategic role IP rights play in empowering doll-making artisans.	- By the end of the project, at least 80 per cent of participating stakeholders demonstrate to have improved understanding of how IP can support and empower doll-making artisans, as assessed through pre- and post-training evaluations.
2. Established support mechanisms within the beneficiary countries that protect and empower doll-making artisans through the strategic use of IP.	- By the end of the project, at least 75 per cent of participating doll-making artisans rate the established IP support mechanisms as effective or highly effective in enabling the protection of their original creations through the strategic use of IP.
<u>Project outputs:</u>	<u>Output indicators:</u>
1. Country-based needs assessment of the relevant types of IP rights that could be used to support the protection and empowerment of doll-making artisans in each beneficiary country.	<p>- Key stakeholders, including IP offices, local authorities, doll-making artisans and associations were identified and formally engaged in the beneficiary countries.</p> <p>- An assessment of existing IP rights was developed and made available, in cooperation with the national focal point of each beneficiary country.</p> <p>- At least 80 per cent of engaged stakeholders report that the country-based needs assessment reports are relevant and useful for empowering the doll-making artisans in each beneficiary country.</p>
2. A practical action plan based on the country-based needs assessment of relevant types of IP rights, to support the beneficiary countries in empowering doll-making artisans.	<p>- The country-based needs assessment findings of relevant IP rights to identify good practices for supporting the empowerment of doll-making artisans in each beneficiary country were compiled.</p> <p>- A practical action plan was designed and developed based on the country-based needs</p>

	<p>assessment findings, in collaboration with the national focal points, and made accessible in each beneficiary country.</p> <p>- At least one dissemination strategy was implemented in each beneficiary country to ensure wide accessibility and uptake of the action plan.</p>
<p>3. Practical training and awareness-raising on the role of IP in empowering doll-making artisans.</p>	<p>- At least one national training and one awareness-raising activity were conducted in each beneficiary country.</p> <p>- 80 per cent of the key stakeholders in the beneficiary countries reported that they are satisfied with the practical training materials.</p>

### 2.5 Sustainability Strategy

To enhance the sustainability of the project outputs, WIPO will provide easy access to all materials developed under the project, including good practices, success stories, and training resources. These resources will be accessible to the handcrafted dolls artisans to inspire replication in other countries and regions.

Efforts will be made to align the practical action plan and the needs assessment findings with the existing strategies. The detailed action plan will continue to serve as a guide for both national IP offices and the artisans beyond the implementation period.

All project outputs will be developed in close collaboration with national focal points to foster ownership and ensure alignment with national priorities.

A network of doll-making artisans will be established in each beneficiary country, enabling an ecosystem of informed artisans supporting each other and fostering long-term engagement and knowledge sharing. The stakeholder networks and communication channels established during the project will remain active, enabling continued collaboration and visibility. The expansion of international networks through dissemination sessions will also provide opportunities for stakeholders to build relationships that could lead to expanded distribution of IP-protected crafts.

Additionally, the tools and materials produced will be designed to be adaptable and easy to update, with clear guidance provided to support their continued use beyond the project period.

The sustainability strategy will be reviewed and updated throughout project implementation.

### 2.6 Selection Criteria for Pilot/Beneficiary Countries

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

1. Existence of established doll-making practices with artisans engaging in creating handcrafted dolls.
2. Prioritization of countries with a demonstrated need to utilize IP tools to empower doll-making artisans.
3. Demonstrated interest and readiness to upscale the handicraft doll-making sector.

### 2.7 Implementing Organizational Entity

Regional and National Development Sector (RNDS)

## 2.8 Links to other Organizational Entities

Brands and Designs Sector, Copyright and Creative Industries Sector, Global Challenges and Partnerships Sector, IP and Innovation Ecosystems Sector

## 2.9 Links to other DA Projects

*Sustaining and Strengthening the Role of Collective Marks as a Tool for Economic, Cultural, and Social Development through a Holistic Developmental Approach* ([CDIP/32/8 REV.](#))

*Intellectual Property and Unlocking the Potential of Non-Agricultural Geographical Indications for the Empowerment of Local Communities and Preservation or Revival of Local Arts and Traditions* ([CDIP/31/9 Rev.](#))

DA Project on *Promoting the Use of Intellectual Property in Developing Countries in Creative Industries in the Digital Era* ([CDIP/26/5](#))

## 2.10 Contribution to Expected Results in WIPO's Program and Budget

[Link to Program and Budget 2024/25 Expected Results](#)

**4.4:** More innovators, creators, SMEs, universities, research institutions and communities leverage IP successfully.

## 2.11 Risk and Mitigation

**Risk 1:** Insufficient data on available IP resources to support the artisans.

**Mitigation 1:** A combination of diverse research methodologies, including surveys, case studies, and interviews, will be implemented to ensure robust and comprehensive data collection.

**Risk 2:** Limited stakeholder engagement.

**Mitigation 2:** A tailored and interactive training program with simulated scenario will be developed, incorporating consultation for key stakeholders throughout the training.

**Risk 3:** Resistance from artisans to formalize their creative practices.

**Mitigation 3:** Community-led consultation processes will be established to build trust and demonstrate tangible benefits, while respecting existing practices and allowing gradual adoption of IP tools.

### 3. TENTATIVE IMPLEMENTATION TIMELINE

Project deliverables	Quarters							
	Year 1				Year 2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Pre implementation activities: <sup>1</sup> - Appointment of national coordinators in each of the beneficiary countries - Development and approval of country-level project plans - Hiring of a project coordinator and implementation support								
Country-based needs assessment of the relevant types of IP rights that could be used to support the protection and empowerment of doll-making artisans in each beneficiary country	x	x						
Practical action plan of relevant types of IP rights based on the country-based mapping/assessment findings		x	x					
Training materials on the role of IP in empowering doll-making artisans				x				
Training of key stakeholders in the beneficiary countries				x	x			
Awareness-raising materials on the role of IP in empowering doll-making artisans						x	x	
Awareness-raising activities to promote a broad understanding of IP's role in the craft of making dolls						x	x	
Dissemination events							x	
Project evaluation								x
CDIP side event								x

<sup>1</sup>Implementation will start only once the pre-implementation activities have been completed.

#### 4. PROJECT BUDGET BY OUTPUT

<i>(in Swiss francs)</i>	Year 1	Year 2	Total
Project outputs	Non-personnel	Non-personnel	
Project coordination	77,100	77,100	154,200
Country-based needs assessment of the relevant types of IP rights that could be used to support the protection and empowerment of doll-making artisans in each beneficiary country	40,000	-	40,000
Practical action plan of relevant types of IP rights based on the country-based mapping/assessment findings	20,000	-	20,000
Training materials on the role of IP in empowering doll-making artisans	32,000	-	32,000
Training to key stakeholders in the beneficiary countries	30,000	30,000	60,000
Awareness-raising materials on the role of IP in empowering doll-making artisans	-	30,000	30,000
Awareness-raising activities to promote a broad understanding of IP's role in the craft of making dolls	-	20,000	20,000
Dissemination events	-	40,000	40,000
Project evaluation	-	15,000	15,000
CDIP side event	-	15,000	15,000
<b>Total</b>	<b>199,100</b>	<b>227,100</b>	<b>426,200</b>

## 5. PROJECT BUDGET BY COST CATEGORY

<i>(in Swiss francs)</i>	Travel, training and grants		Contractual services					Total
	Staff missions	Third-party travel	Conferences	Publishing	Individual contractual services	WIPO fellowships	Other contractual services	
Project coordination	-	-	-	-	-	154,200	-	154,200
Country-based needs assessment of the relevant types of IP rights that could be used to support the protection and empowerment of doll-making artisans in each beneficiary country	-	-	-	-	40,000	-	-	40,000
Practical action plan of relevant types of IP rights based on the country-based mapping/assessment findings	-	-	-	-	20,000	-	-	20,000
Training materials on the role of IP in empowering doll-making artisans	-	-	-	-	30,000	-	2,000	32,000
Training to key stakeholders in the beneficiary countries	10,000	10,000	40,000	-	-	-	-	60,000
Awareness-raising materials on the role of IP in empowering doll-making artisans	-	-	-	-	20,000	-	10,000	30,000
Awareness-raising activities to promote a broad understanding of IP's role in the craft of making dolls	-	-	-	-	15,000	-	5,000	20,000
Dissemination events	10,000	-	30,000	-	-	-	-	40,000
Project evaluation	-	-	-	-	15,000	-	-	15,000
CDIP side event	-	-	-	-	15,000	-	-	15,000
<b>Total</b>	<b>20,000</b>	<b>10,000</b>	<b>70,000</b>	<b>-</b>	<b>155,000</b>	<b>154,200</b>	<b>17,000</b>	<b>426,200</b>

[Annex II follows]

## 6. REQUEST TO PARTICIPATE AS A PILOT/BENEFICIARY COUNTRY

<b>TEMPLATE FOR THE SUBMISSION OF REQUESTS TO PARTICIPATE AS A PILOT / BENEFICIARY COUNTRY</b>	
<b>Selection criteria</b>	<b>Brief description</b>
1. Expression of interest	Confirmation that the IP bodies of the requesting country are interested in participating in the project.
2. Institutions and legal framework	Please indicate the national bodies or institutions that oversee the IP-related subject matter that the project addresses (Doll-making craft)  Links to the institution's website and legal texts should be provided, where possible.
3. Criteria, as per WIPO Development Agenda project document	<ul style="list-style-type: none"> <li>• Existence of established doll-making practices with artisans engaging in creating handcrafted dolls.</li> <li>• Country has a demonstrated need to utilize IP tools to empower doll-making artisans.</li> <li>• A Demonstrated interest and readiness from key stakeholders to upscale the handicraft doll-making sector.</li> </ul>
4. Need of support	Brief justification of the need for the support that the project will provide.
5. Commitment	Confirmation that the requesting country is committed to devoting the necessary resources and logistical support for the effective implementation of the project and its sustainability.
6. National Coordinator/ National Focal Point	The requesting country should propose a person, along with the person's professional position and employing organization, to act as its national coordinator and institutional representative for the duration of the project.
7. Comments	Any other information the requesting country wishes to provide.

[End of Annex II and of document]