

Committee on Development and Intellectual Property (CDIP)

Thirty-Sixth Session
Geneva, May 4 to 8, 2026

REVISED PROJECT ON EMPOWERING HANDICRAFT 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 project proposal was discussed during the above-mentioned session and was revised to reflect the comments made during the discussion.
3. The revised project proposal is contained in the Annexes to this document.
4. *The Committee is invited to consider the Annexes hereto.*

[Annexes follow]

1. Introduction of the Project
1.1 Project Code
DA_04_11_01
1.2 Project Title
Empowering Handicraft Artisans through Intellectual Property
1.3 DA Recommendations
<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>
1.4 Project Duration
24 months
1.5 Project Budget
The total project budget is 426,200 Swiss francs, all for non-personnel expenditures.
2. Description of the Project
<p>Background</p> <p>In some countries, such as Venezuela, handicraft production represents far more than commercial activity. It embodies generations of artistic expressions and community identity that have been carefully preserved.</p> <p>Handmade crafts, such as textiles, ceramics, woodwork and artisanal dolls, play a vital role in sustaining local economies. They often involve the use of locally sourced materials and time-honored techniques that reflect the identity and pride of the artisans. Each country's approach reflects distinct narratives, historical experiences and aesthetic traditions that contribute to the rich diversity of creative heritage.</p> <p>Despite their immense creative value and economic potential, handicraft artisans face persistent challenges in leveraging intellectual property (IP) to enhance the value, visibility and protection of their creations. Many have limited knowledge of how IP rights¹ apply in practice.</p> <p>When strategically used, IP rights offer handicraft artisans practical mechanisms to differentiate and protect authentic handcrafted products, build a collective reputation and access wider markets. Strengthening handicraft artisans' ability to understand, navigate and apply IP rights can significantly improve economic sustainability and preservation of their</p>

¹ Such as trademarks, patents, copyright and industrial designs.

creations.

This project aims to empower handicraft artisans to strategically use IP rights to protect their handcrafted products within beneficiary countries. It seeks to strengthen the use of IP rights in the handicraft sector, through country-based needs assessments, targeted training and practical action plans.

Stakeholders

The main stakeholders relevant to this project are:

- IP offices, handicraft associations and representative groups of artisans across various craft sectors.
- Handicraft artisans and associations.

2.1 Project Concept

Many handicraft artisans, including producers of textiles, ceramics, woodwork and artisanal dolls, face challenges such as imitation of artisanal goods, restricted access to formal and digital markets, insufficient coordination among relevant institutions and the complexity and cost of protection. IP represents an effective tool that can assist beneficiary countries to empower, protect and create economic opportunities for artisans.

Many countries, however, lack 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.

In this context, this project seeks to strengthen the capacity of handicraft artisans and national institutions within the beneficiary countries to strategically use IP rights. The project will identify relevant IP rights, enhance institutional coordination and support artisans in using IP to protect and commercialize their works, through country-based needs assessments, targeted training and practical action plans.

2.2 Project Objective, Outcome and Outputs

The overall project **objective** is to empower handicraft artisans within beneficiary countries to strategically use IP rights to protect their handcrafted products.

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 handicraft artisans; and
- (2) Established support mechanisms within the beneficiary countries that protect and empower handicraft artisans through the strategic use of IP.

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

Output 1 – Country-based needs assessment of the relevant IP rights that can support the protection and empowerment of handicraft artisans in each beneficiary country.

Output 2 – A practical action plan, based on the findings of the assessment, to support artisans and national institutions in strengthening the use of IP in the handicraft sector.

Output 3 – Practical training and awareness-raising activities to enhance understanding of the strategic use of IP by handicraft 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 IP rights that can support the protection and empowerment of handicraft artisans in each beneficiary country.

Activities:

- (a) Identify and engage key stakeholders in each beneficiary country, including IP offices, handicraft associations and representative groups of artisans across various craft sectors².
- (b) Assess the existing use of IP within the handicraft sectors, including current registration practices, common challenges and opportunities for applying IP rights.
- (c) Collect examples of good practices and challenges in using IP rights that are relevant to handcrafted products.
- (d) Prepare a detailed country-based needs assessment report, outlining specific IP gaps and opportunities for intervention in the existing IP infrastructure.

Output 2 - A practical action plan, based on the findings of the assessment, to support artisans and national institutions in strengthening the use of IP in the handicraft sector.

Activities

- (a) Identify good practices and strategic entry points for the use of IP in supporting the protection and empowerment of handicraft artisans in each beneficiary country.
- (b) Develop a tailored practical action plan for each beneficiary country that provides clear guidance for handicraft artisans and national institutions on how to apply the relevant IP rights.
- (e) Implement a dissemination strategy to ensure wide accessibility and uptake of the action plan, among handicraft artisans, institutions and relevant stakeholders.

Output 3 – Practical training and awareness-raising activities to enhance understanding of the strategic use of IP by handicraft artisans.

Activities

- (a) Develop practical and interactive training materials, based on the needs assessment findings, for each beneficiary country, tailored to handicraft artisans and IP Offices.
- (b) Design and facilitate awareness-raising activities³ for key stakeholders in each beneficiary country to strengthen the practical use of IP in the handicraft sector.
- (c) Organize a dissemination event in each beneficiary country to share the tools developed as a result of the practical action plan and support networking among handicraft artisans, institutions and market actors.

² For example, textiles, ceramics, woodwork and doll-making.

³ Such as workshops in the format of training-of-trainers.

2.4 Project Indicators	
<p style="text-align: center;"><u>Project objective:</u></p> <p>Empower handicraft artisans within beneficiary countries to strategically use IP rights to protect their handcrafted products.</p>	<p style="text-align: center;"><u>Objective indicator:</u></p> <p>- By the end of the project, 100 per cent of participating handicraft artisans in each beneficiary country have taken concrete steps to apply IP rights to protect and commercialize their handcrafted products.</p>
<p style="text-align: center;"><u>Project outcomes:</u></p> <p>1. Increased awareness and understanding among the main stakeholders, within the beneficiary countries, of the strategic role IP rights play in empowering handicraft artisans.</p>	<p style="text-align: center;"><u>Outcome indicators:</u></p> <p>- 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 handicraft artisans, as assessed through pre- and post-training evaluations.</p>
<p>2. Established support mechanisms within the beneficiary countries that protect and empower handicraft artisans through the strategic use of IP.</p>	<p>- By the end of the project, at least 75 per cent of participating handicraft 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.</p>
<p style="text-align: center;"><u>Project outputs:</u></p> <p>1. Country-based needs assessment of the relevant IP rights that can support the protection and empowerment of handicraft artisans in each beneficiary country.</p>	<p style="text-align: center;"><u>Output indicators:</u></p> <p>- Key stakeholders, including IP offices, cultural authorities, handicraft artisans and associations were identified and formally engaged in the beneficiary countries.</p> <p>- An assessment report 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 handicraft artisans in each beneficiary country.</p>

<p>2. A practical action plan, based on the findings of the assessment, to support artisans and national institutions in strengthening the use of IP in the handicraft sector.</p>	<ul style="list-style-type: none"> - The country-based needs assessment findings of relevant IP rights to identify good practices for supporting the empowerment of handicraft artisans in each beneficiary country were compiled. - A practical action plan was designed and developed based on the country-based needs assessment findings, in collaboration with the national focal points, and made accessible in each beneficiary country. - At least one dissemination strategy was implemented in each beneficiary country to ensure wide accessibility of the action plan among handicraft artisans and institutions.
<p>3. Practical training and awareness-raising activities to enhance understanding of the strategic use of IP by handicraft artisans.</p>	<ul style="list-style-type: none"> - At least one national training and one awareness-raising activity were conducted in each beneficiary country. - 80 per cent of the key stakeholders in the beneficiary countries reported that they are satisfied with the practical training materials.

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 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 handicraft 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 handicraft 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.

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 handicraft practices with artisans engaged in the production of

handcrafted products.⁴

2. Prioritization of countries with a demonstrated need to strengthen the use of IP rights to support their handicraft sectors.
3. Demonstrated interest and readiness for the potential of the handicraft sector through the strategic use of IP.

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 handicraft 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 a 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.

⁴ Including but not limited to textiles, ceramics, woodwork and artisanal dolls.

3. TENTATIVE IMPLEMENTATION TIMELINE

Project deliverables	Quarters							
	Year 1				Year 2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Pre-implementation activities: ⁵ - Appointment of national coordinators in each of the beneficiary countries - Development and approval of country-level project plans - Hiring a project coordinator and implementation support								
Country-based needs assessment of the relevant IP rights that can support the protection and empowerment of handicraft artisans in each beneficiary country.	x	x						
Practical action plan, based on the needs assessment findings, to support artisans and national institutions in strengthening the use of IP in the handicraft sector.		x	x					
Training materials on the role of IP in empowering handicraft artisans.				x				
Training of key stakeholders in the beneficiary countries.				x	x			
Awareness-raising materials on the role of IP in empowering handicraft artisans.						x	x	
Awareness-raising activities to strengthen the practical use of IP in the handicraft sector.						x	x	
Dissemination events.							x	
Project evaluation.								x
CDIP side event.								x

⁵Implementation 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
	Non-personnel	Non-personnel	
Project coordination	77,100	77,100	154,200
Country-based needs assessment of the relevant IP rights that can support the protection and empowerment of handicraft artisans in each beneficiary country.	40,000	-	40,000
Practical action plan, based on the needs assessment findings, to support artisans and national institutions in strengthening the use of IP in the handicraft sector.	20,000	-	20,000
Training materials on the role of IP in empowering handicraft artisans.	32,000	-	32,000
Training of key stakeholders in the beneficiary countries.	30,000	30,000	60,000
Awareness-raising materials on the role of IP in empowering handicraft artisans.	-	30,000	30,000
Awareness-raising activities to strengthen the practical use of IP in the handicraft sector.	-	20,000	20,000
Dissemination events.	-	40,000	40,000
Project evaluation.	-	15,000	15,000
CDIP side event.	-	15,000	15,000
Total	199,100	227,100	426,200

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 IP rights that can support the protection and empowerment of handicraft artisans in each beneficiary country.	-	-	-	-	40,000	-	-	40,000
Practical action plan, based on the needs assessment findings, to support artisans and national institutions in strengthening the use of IP in the handicraft sector.	-	-	-	-	20,000	-	-	20,000
Training materials on the role of IP in empowering handicraft artisans.	-	-	-	-	30,000	-	2,000	32,000
Training of key stakeholders in the beneficiary countries.	10,000	10,000	40,000	-	-	-	-	60,000
Awareness-raising materials on the role of IP in empowering handicraft artisans.	-	-	-	-	20,000	-	10,000	30,000
Awareness-raising activities to strengthen the practical use of IP in the handicraft sector.	-	-	-	-	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
Total	20,000	10,000	70,000	-	155,000	154,200	17,000	426,200

[Annex II follows]

6. REQUEST TO PARTICIPATE AS A PILOT/BENEFICIARY COUNTRY

TEMPLATE FOR THE SUBMISSION OF REQUESTS TO PARTICIPATE AS A PILOT / BENEFICIARY COUNTRY	
Selection criteria	Brief description
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 (handicraft products) 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"> • Existence of established handicraft practices with artisans engaged in the production of handcrafted products.⁶ • Prioritization of countries with a demonstrated need to strengthen the use of IP rights to support their handicraft sectors. • Demonstrated interest and readiness for the potential of the handicraft sector through the strategic use of IP.
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]

⁶ Including but not limited to textiles, ceramics, woodwork and artisanal dolls.