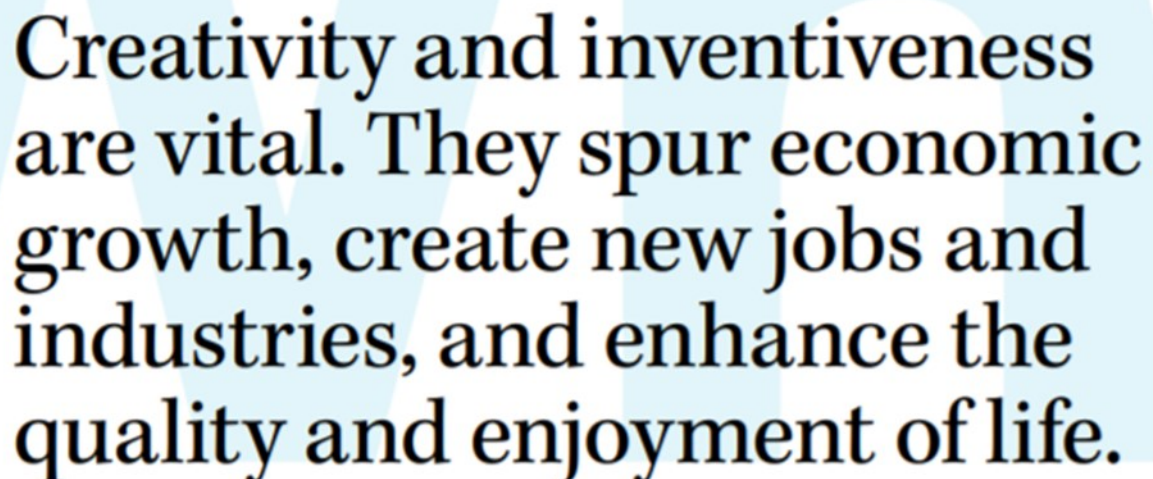


# Protect and Promote Your Culture: How Intellectual Property Tools can Support Traditional Producers and their Communities

# What is IP?

- Intellectual property (IP) refers
- to **creations of the mind** – everything from **works of art to inventions, computer programs to trademarks and other commercial signs.**





Creativity and inventiveness are vital. They spur economic growth, create new jobs and industries, and enhance the quality and enjoyment of life.

# What are the key features of intellectual property rights?

Protect the products of creative intellectual activity

Criteria of protection

Some procedures or rules for getting protection

Confer exclusive rights

Limited to protection (in time and territory)

Strive for balance: limitations and exceptions



Copyright

Patents

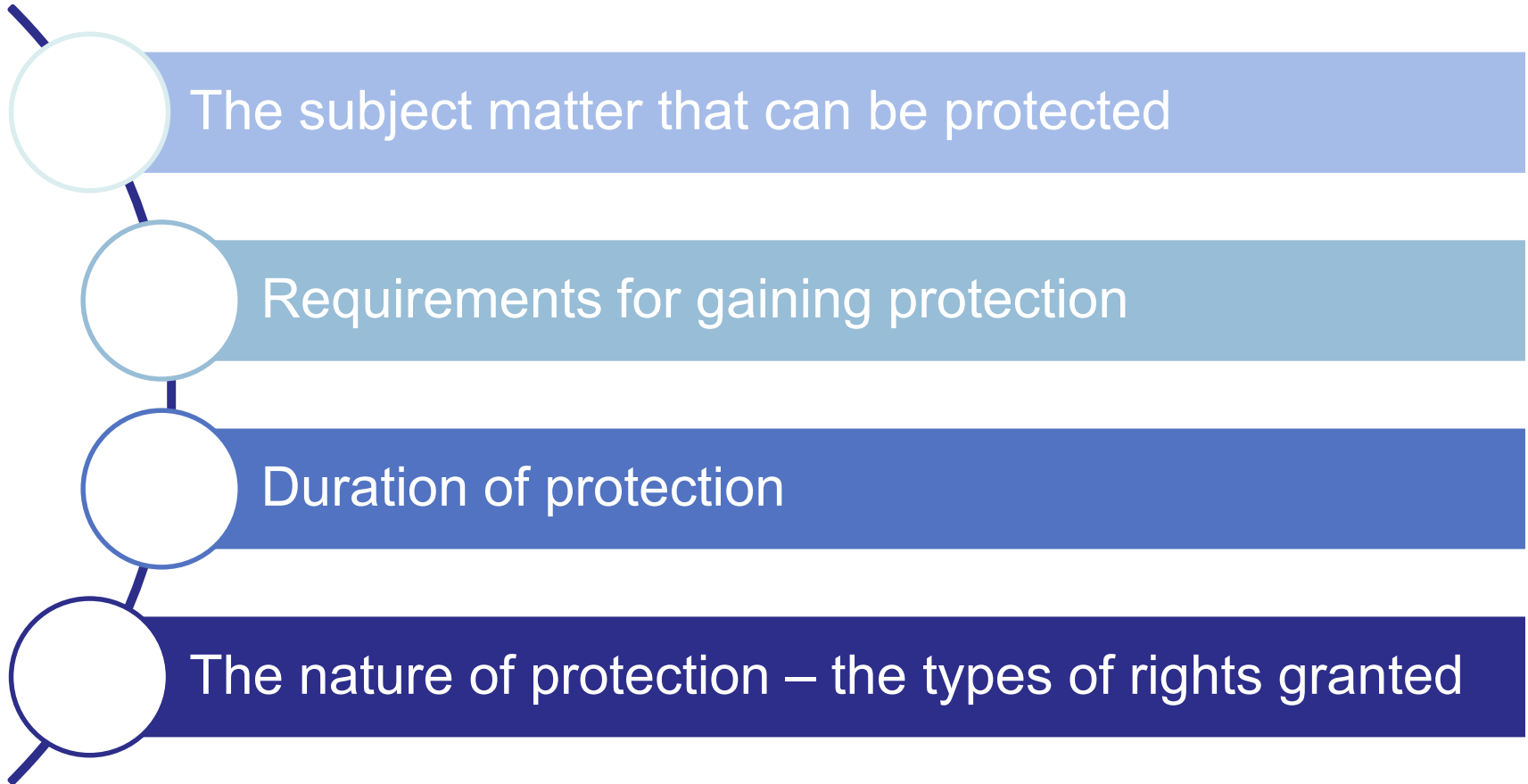
Designs

IP

Trade  
marks

GIs

# In what ways to intellectual property rights differ?



What are  
traditional cultural  
expressions?



What is  
traditional  
knowledge?





# What does traditional mean?



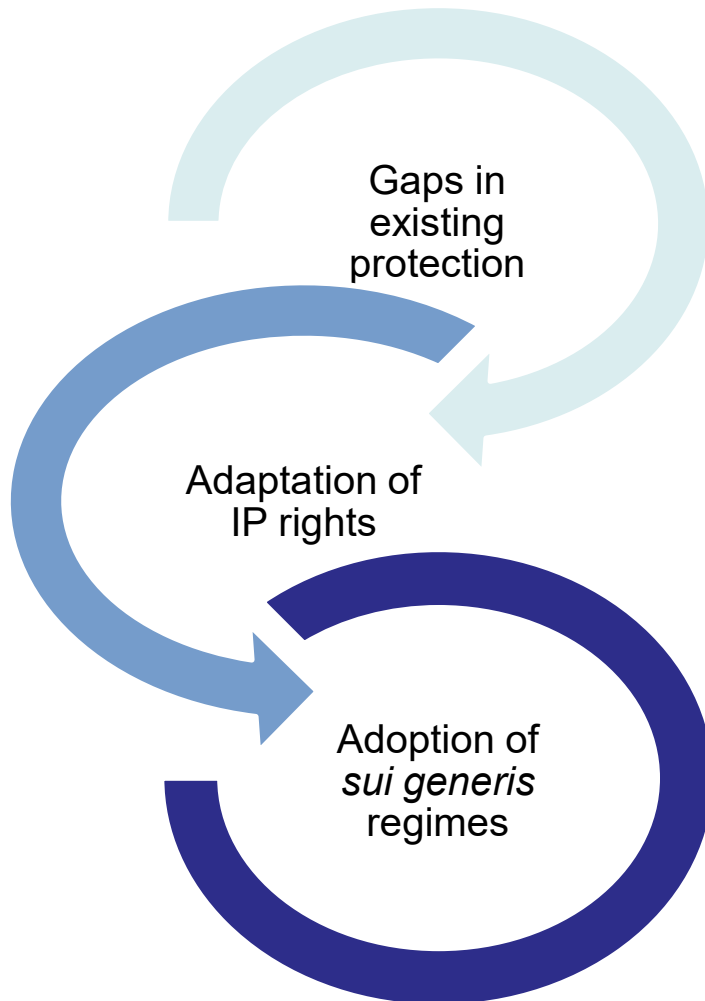
- TK and TCEs are intellectual property

- **Traditional** knowledge

- **Traditional** cultural expressions

- They cannot be fully protected by existing IP systems due to inadequacies of the system

# Options of protection



## Traditional Knowledge, Traditional Cultural Expressions & Genetic Resources Laws

Find laws, treaties and regulations on the protection of traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs).

### Related links

- [Treaties on TK, TCEs and GRs](#)
- [IP laws & treaties \(WIPO Lex\)](#)

Subject Matter

\*\*\*\* Any \*\*\*\*

Traditional Knowledge  
Traditional Cultural Expressions  
Genetic Resources

Issue(s)

\*\*\*\* Any \*\*\*\*

Subject Matter of Protection  
Beneficiaries or Rightholders  
Scope of Protection  
Exceptions and Limitations  
Transfer of Dispositions

Country / Organization

\*\*\*\* Any \*\*\*\*

Afghanistan  
Albania  
Algeria  
Andean Community  
Andorra  
Angola  
Antigua and Barbuda  
Argentina  
ARIPO  
Armenia

Search Reset

## Normative development: WIPO IGC

- WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC)

- Created in 2000
- Forum where negotiations take place for an international legal instrument on TK, TCEs and GRs
- IGC participants: Member States, indigenous and local communities, business, civil society and other NGOs



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INTELLECTUAL PROPERTY  
ORGANIZATION

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WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# What are existing IP rights useful for?

- IP plays a **key role** in **helping entrepreneurs build stronger, more competitive businesses**

## ■ Protection

- Prevent third party uses
- Prevent third party gaining IP rights over TK/TCEs

## ■ Promotion

- Proactive use of IP rights



## Protect and Promote Your Culture

A Practical Guide to Intellectual Property for Indigenous Peoples and Local Communities

### An example from Kenya: Taita baskets

In Taita Taveta County, Kenya, sisal baskets are produced according to a traditional art by local women. This skill has been passed down from generation to generation.

### An example from Ecuador: the Montecristi straw hat

The Montecristi straw hat is made in the town of Montecristi in Manabí province, Ecuador, by expert weavers, and dates back to the 16<sup>th</sup> century. Its production involves a time-consuming and labor-intensive process that takes many steps – among others, these include harvesting the green leaves of the *toquilla* plant, boiling the fibers, the creation by expert weavers of intricate spiral patterns flowing outward from the center of the crown of each hat, the pounding of the rudimentary hats into their distinctive shape, and the addition of finishing touches that mean the hats do not have seams.<sup>1</sup>

### An example from Australia: the crocodile hunter

The Jarlmadangah Burru Aboriginal community resides in Kimberley in North West Australia. The marjala plant (scientific name: *Barringtonia acutangula*) is well known to the Jarlmadangah Burru community for its healing properties, including pain relief. It is associated with the creation story of the Fitzroy River.<sup>2</sup>

### A hypothetical example: designing didgeridoos<sup>1</sup>

After conducting an examination of the Designs Register of Australia, Terri Janke found some designs that had been "derived" from or "inspired" by indigenous themes. For instance, she found a hand-painted didgeridoo.<sup>2</sup>



(PHOTO: GETTY/SHADYNYAH)

### Protecting your tradition-based products and services with IP

Explore our top tips for Indigenous and local community entrepreneurs looking to use intellectual property.



(PHOTO: GETTY/TEMPURA)

### Taking your tradition-based business online

Explore our top tips for Indigenous and local community entrepreneurs looking to take their businesses online.



## Webinar series: How to Protect and Promote Your Culture

# Indigenous and local community entrepreneurship



- WIPO provides assistance to indigenous peoples and local communities to make strategic and effective use of existing intellectual property tools in their businesses
  - Training, mentoring and match-making program for indigenous entrepreneurs

# Intellectual Property and Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions



  
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# Intellectual Property and Folk, Arts and Cultural Festivals

Practical Guide



  
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INTELLECTUAL PROPERTY  
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## WIPO Photography Prize for Indigenous Peoples and Local Communities Youth 2023

Through this activity, the World Intellectual Property Organization (WIPO) celebrates and makes widely known the creativity of young members of Indigenous Peoples and local communities. Participation encourages Indigenous and local community youth to convey an impactful message about their peoples, communities and culture through photographic storytelling.

Thank you!

# Branding with IP



Ozden Ilhan

Fellow, Lisbon Registry, Department for  
Trademarks, Industrial Designs and Geographical  
Indications, WIPO

Rita Barbosa

Inês Barbosa Ourivesaria Portuguesa;

Intellectual Property and Traditional Producers  
Geneva, Switzerland, May 16, 2023



# Inês Barbosa Trademark

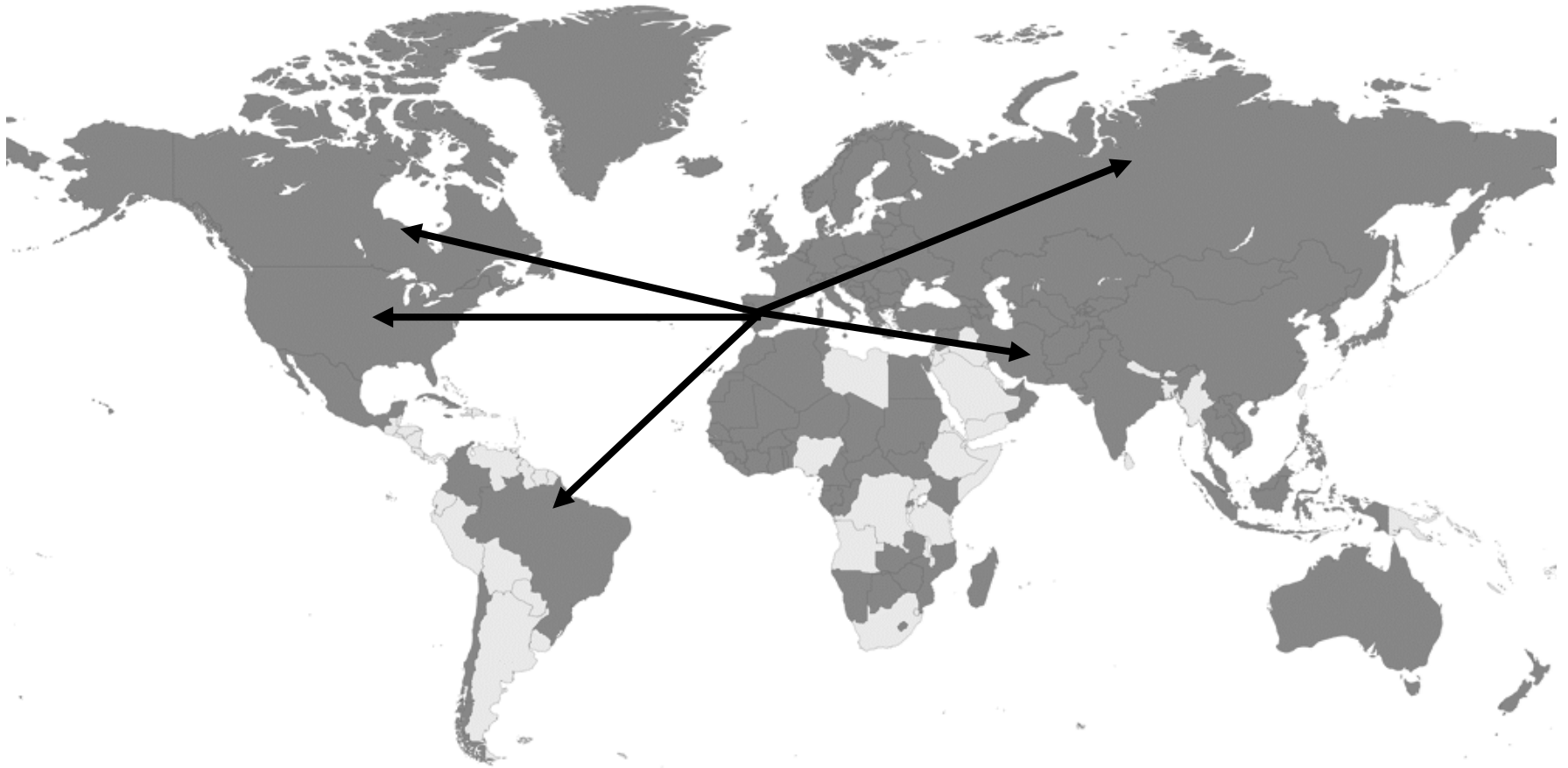


# Filigree Certification



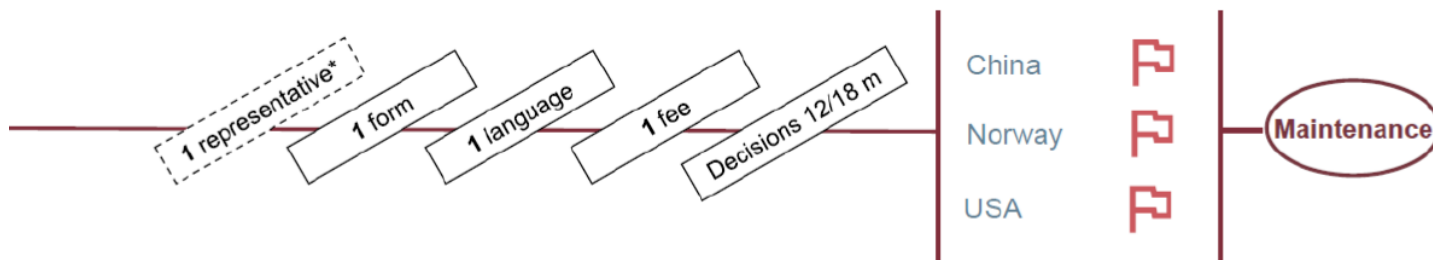
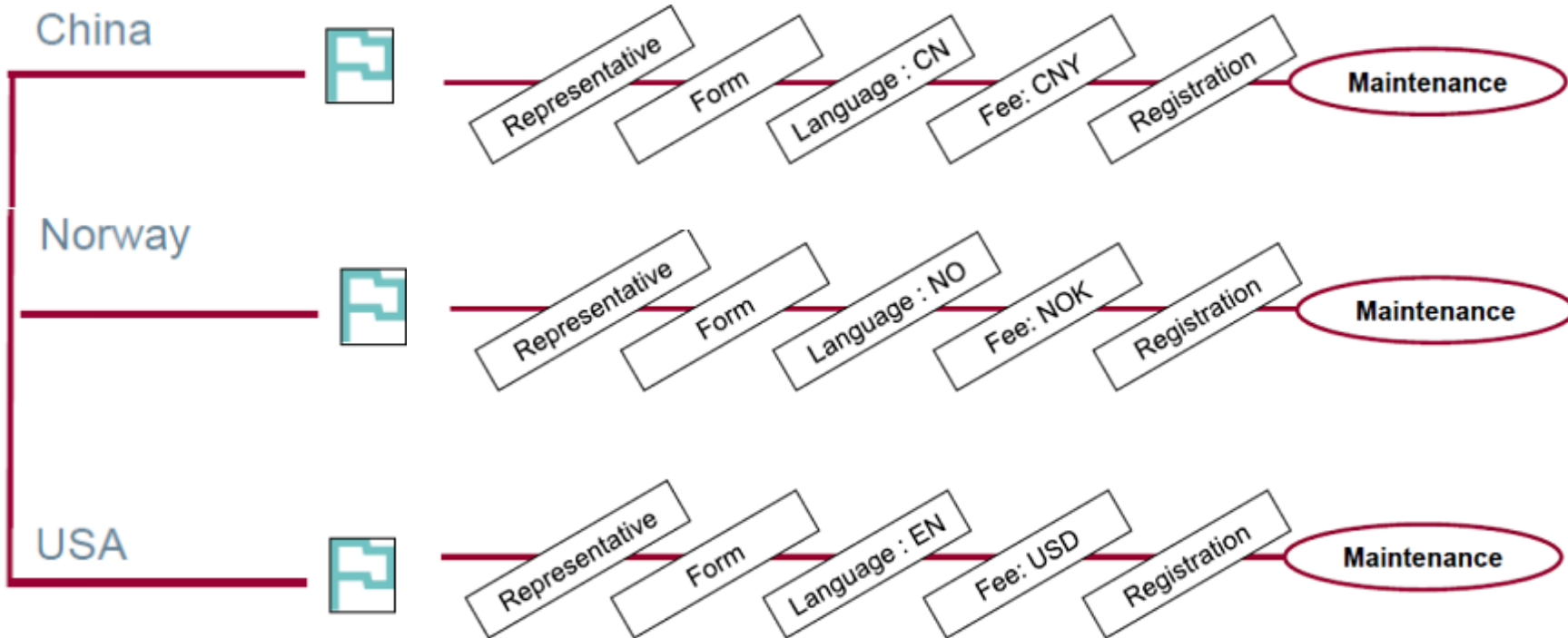
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# International Protection of Trademarks



## Madrid System

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INTELLECTUAL PROPERTY  
ORGANIZATION





# Industrial designs

🔍 📍 🏠 Contact Us

TIFFANY & CO.

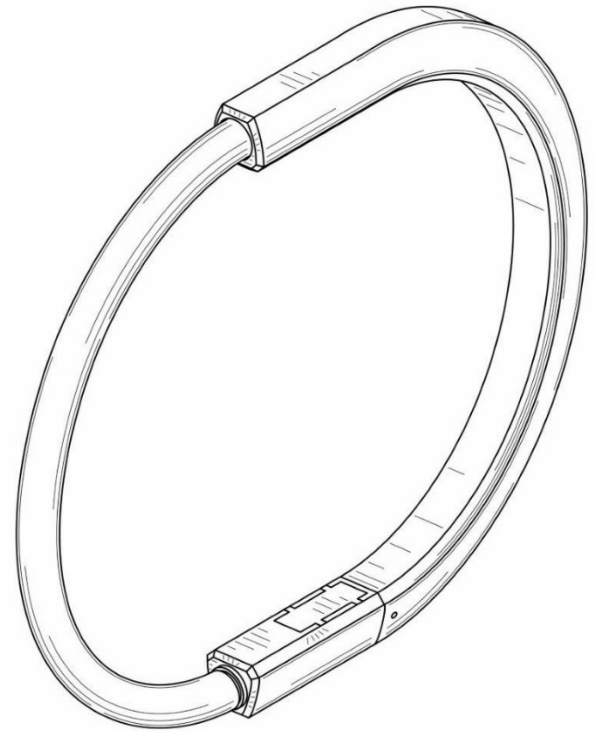
Jewelry

Gifts

Love & Engagement

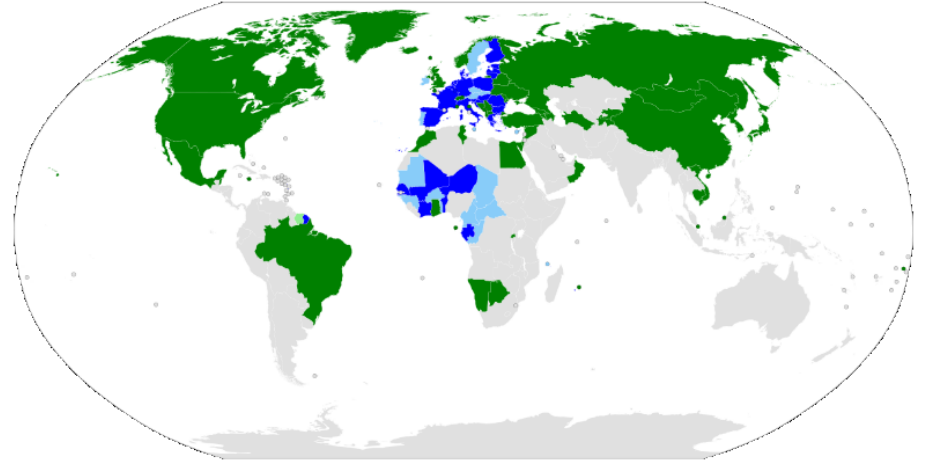
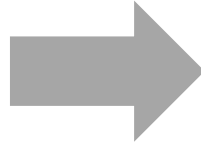
Fine Watches

Home & Accessories



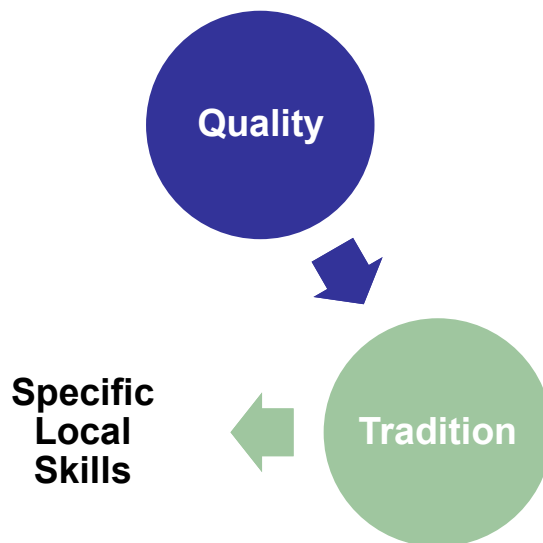
**WIPO**  
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INTELLECTUAL PROPERTY  
ORGANIZATION

# Industrial design



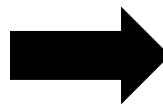
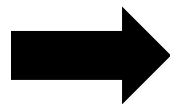
# Geographical Indications

- Geographical Indications (GIs) are signs used to identify goods as originating from a specific geographical location.
- GIs can only be used by authorized producers from the specific place of origin



# Registration Procedure with the Lisbon System **under the Geneva Act**

- ✓ One application, one language, one set of fees
- ✓ Fees are deposited to WIPO
- ✓ Protection in all Contracting Parties (+future members)
- ✓ No renewal fees



Learn more

[www.wipo.int](http://www.wipo.int)



# WIPO IP Diagnostics

Sarah Nassar  
Associate Program Officer  
IP for Business Division  
IP and Innovation Ecosystems Sector



# Protect your competitive edge with IPR

IP Rights give you control, deciding who can do what with your invention, creation, or brand



**An invention**  
patents, utility models  
or trade secrets



**A creative work**  
copyright, design  
rights

**MY  
COMPANY**

**Brand name or logo**  
trademark, copyright,  
design rights



**Confidential information**  
trade secrets



**A design**  
design rights,  
copyrights, patents\*



**Geographical Indications**



## What is the WIPO IP Diagnostics tool?

A self-evaluation tool targeting IP strategy for SMEs. It allows you to receive personalized reports instantly on your IP situation.





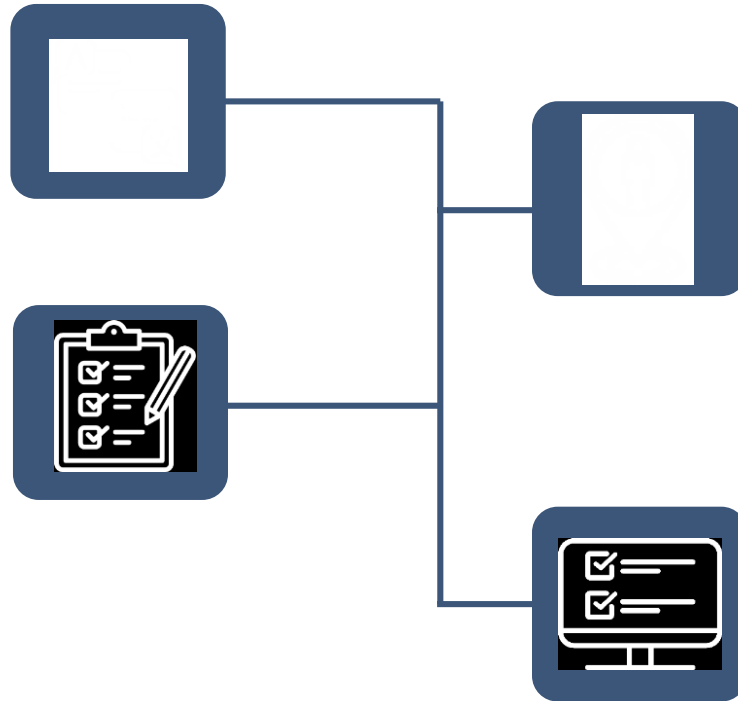
# How does it work ?

## AVAILABLE IN 7 LANGUAGES

Arabic, English, Spanish, French, Chinese, Russian and Japanese and more to come ...

## PRE-ASSESSMENT QUESTIONNAIRE

A set of ten basic questions, to best tailor the remaining questions to the users' needs.



## USER FRIENDLY AND FREE OF CHARGE

Available on computer and mobile phone. It will take a maximum of one hour to complete the assessment, the users can do it at their own pace, save it and come back as many times as they need to complete it.

## A SET OF 10 SECTIONS ON DIFFERENT IP TOPICS

(e.g. innovative products, trademarks, licensing, designs, internationalization, etc.) WIPO IP Diagnostics has ten sections; the users complete only those sections that they consider relevant to their businesses.

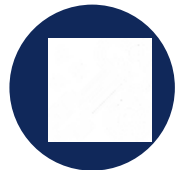
- **IMPORTANT!** The tool does not replace the advice of a specialized legal counsel.

# Why should I use this tool ?



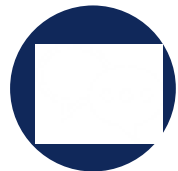
## Understand the IP in your business

- IP rights (patents, trademarks, designs, copyright and trade secrets).
- IP management aspects (maintaining a website, engaging in international trade, dealing with employees, external suppliers and contractors, and licensing, protecting, and defending your IP).



## Develop an IP management strategy

- The report can then be used as a starting point for developing an IP management strategy relevant to your business.



## Gateway to IP advisory services

- The report can serve as a basis for the discussion with an IP expert on how to protect identified IP assets and integrate an IP Strategy into the users' business.

## Enterprising Ideas

A Guide to Intellectual Property for Startups



Intellectual Property for Business Series Number 6



*New in 2021*

### Making a Mark

An Introduction to Trademarks for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 1



### Looking Good

An Introduction to Industrial Designs for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 2



### Inventing the Future

An Introduction to Patents for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 3



### In Good Company

Managing Intellectual Property Issues in Franchising



Intellectual Property for Business Series Number 5



See the entire series at <https://www.wipo.int/publications/en/series/index.jsp?id=181> or scanning the QR code



# Conclusion and final notes

- A simple and accessible tool
- Pre-assessment that determines the next steps of the analysis
- Individual questionnaires on 10 IP topics applicable to the company
- Immediately downloadable individual reports tailored to the user's information needs
- Capable of responding to different scenarios
- Free of charge
- Enables the establishment of a real IP strategy
- Guides conversation with an advisor



**Try it for yourself  
by scanning the  
QR code !**



Thank you !  
[Sarah.nassar@wipo.int](mailto:Sarah.nassar@wipo.int)

Visit us at  
<https://www.wipo.int/sme/en/>

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WIPO



Degerónimo

Cestería Contemporánea



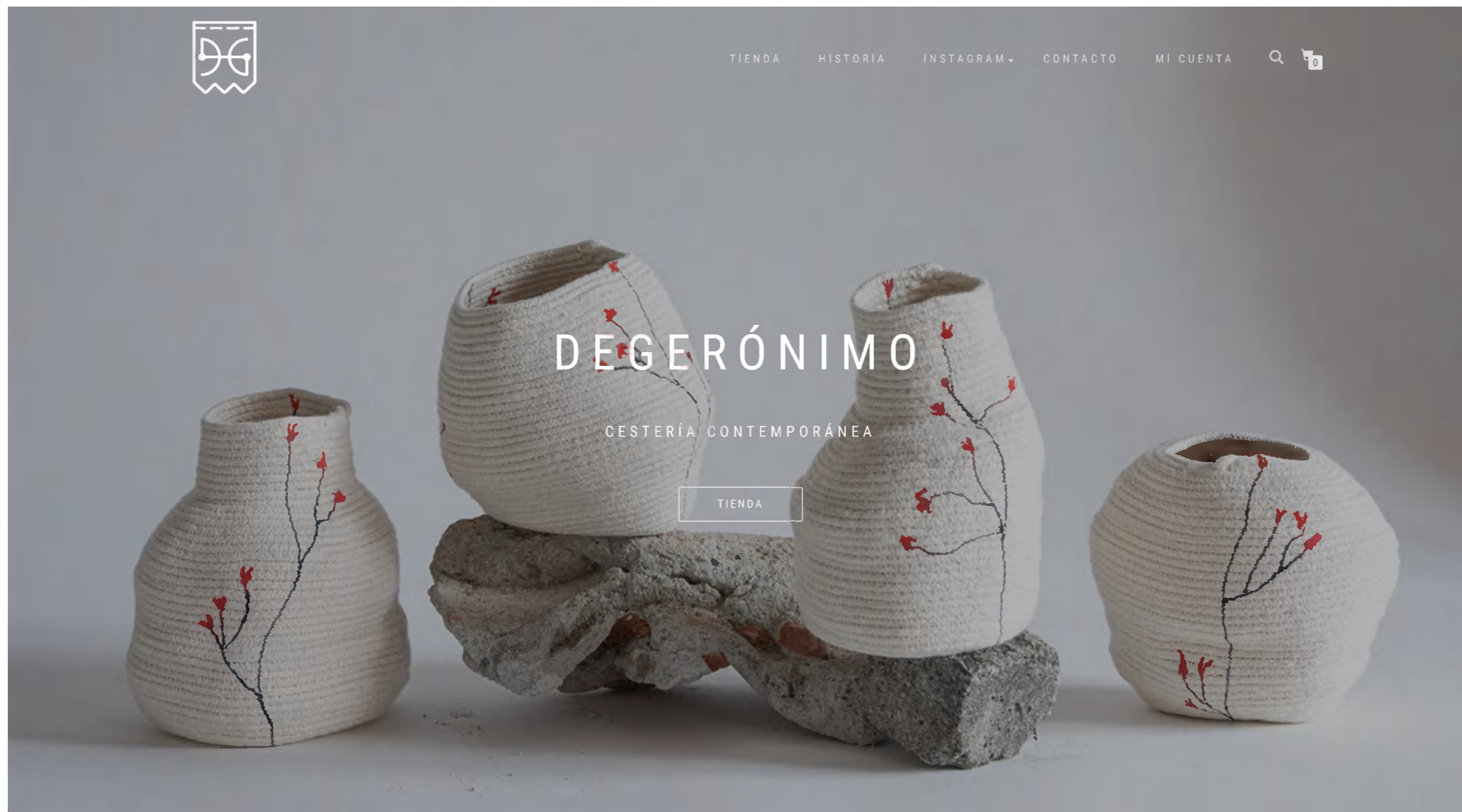
2016. Nace Degerónimo.



2017. Entro a formar parte de Artesanía de Galicia.

2018. London Design Fair. Imágen; cartel participación en la feria de diseño.







Primera línea enfocada a Restauración.



Colección *My favourite girls*.



Colección *My favourite girls.*



GAIÁS  
CIDADE DA  
CULTURA

A beleza  
do feito  
a man

2019. Lámpara 109°28'. Exposición. *"Pensar coas mans"*



2019. Lámpara 109°28'. Exposición. *"Pensar coas mans"*



2019. Catálogo exposición.

“Pensar coas mans. Cestería, cerámica, xoiería de Galicia”.



Colección Saudade; Rocha / Onda / Balume.





Colección Kirei, inspiración japonesa.

ZARA



# ZARA



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TRENZADO  
ARTESANO  
LIMITED EDITION  
79,95 EUR

Bolso formato cesto  
realizado de forma  
artesanal en colaboración  
con la artesana Sonia De  
Gerónimo y la Asociación

[Ver más](#)

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VER SIMILARES  
AGOTADO

COMPOSICIÓN, CUID...

VER DISPONIBILIDAD...

ENVÍOS, CAMBIOS Y ...



Bodegas Marqués de Murrieta “Best of 2023”



2022. Nokoru. Jarrón inspirado en cerámica tradicional japonesa del s. XVI.

**GRACIAS!**



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**MICHELANGELO  
FOUNDATION**

FOR CREATIVITY  
AND CRAFTSMANSHIP



# MICHELANGELO FOUNDATION FOR CREATIVITY AND CRAFTSMANSHIP

Founded by **Johann Rupert** and **Franco Cologni**  
in October 2016.

**Johann Rupert** is a leading South African  
businessman and Chairman of the Swiss-based  
luxury group Richemont International.

**Franco Cologni** is an Italian entrepreneur, author  
and cultural authority and former Chairman of  
Cartier International.



Laila Pozzo / © Michelangelo Foundation



# CRAFTING A MORE HUMAN FUTURE

We champion craftsmanship, endorse and enable artisans to sell their work, and to sustain and grow their businesses in the long-term.



# WE CELEBRATE HUMAN CREATIVITY AND EXCELLENCE

We are building a **community** of international artisans from rising stars to master craftspeople.

We inspire **young generations** to enter craft and to pursue it as a career path.

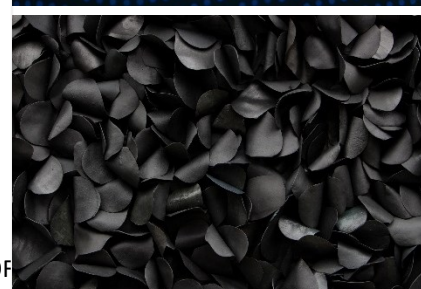
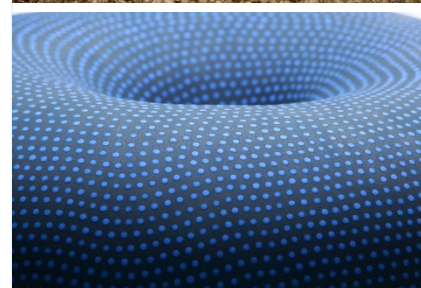
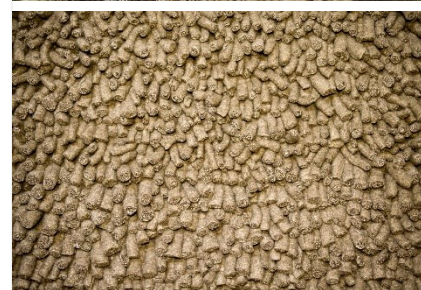
Our aim is to make craftsmanship more relevant, **socially, culturally,** and **economically** for our community.



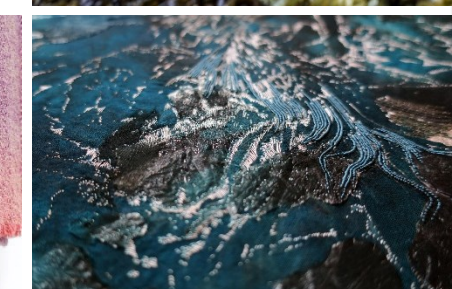
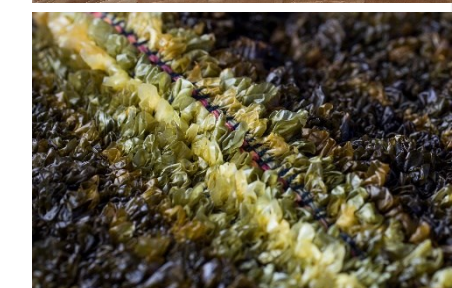
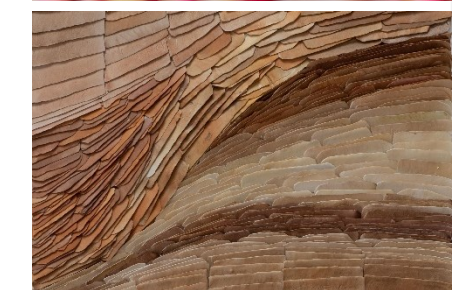
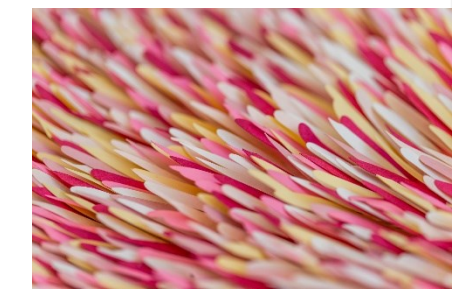
Elodie Daguin@Michelangelo Foundation

# A COMMON LANGUAGE TO DEFINE EXCELLENCE

We select our community of artisans  
according to the **11 criteria of excellence**  
established by researchers in  
**The Master's Touch.**



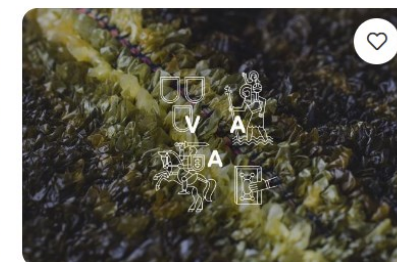
TRAINING  
AUTHENTICITY  
COMPETENCE  
CRAFTSMANSHIP  
INTERPRETATION  
CREATIVITY  
INNOVATION  
ORIGINALITY  
TALENT  
TRADITION  
TERRITORY



# A SHARED VISION

The Michelangelo Foundation network counts **130 like-minded international organisations** in over **45 countries**.

- Unite the key actors in the network
- Understand local situations
- Collaborate on projects
- Identify local master artisans and young talents



# OUR ACTIONS

More than 6000 artisans and young talents joining our community and taking part into our programmes

## ARTISAN ENGAGEMENT



## EVENTS



## EDUCATION



# CRAFT AND DIGITAL



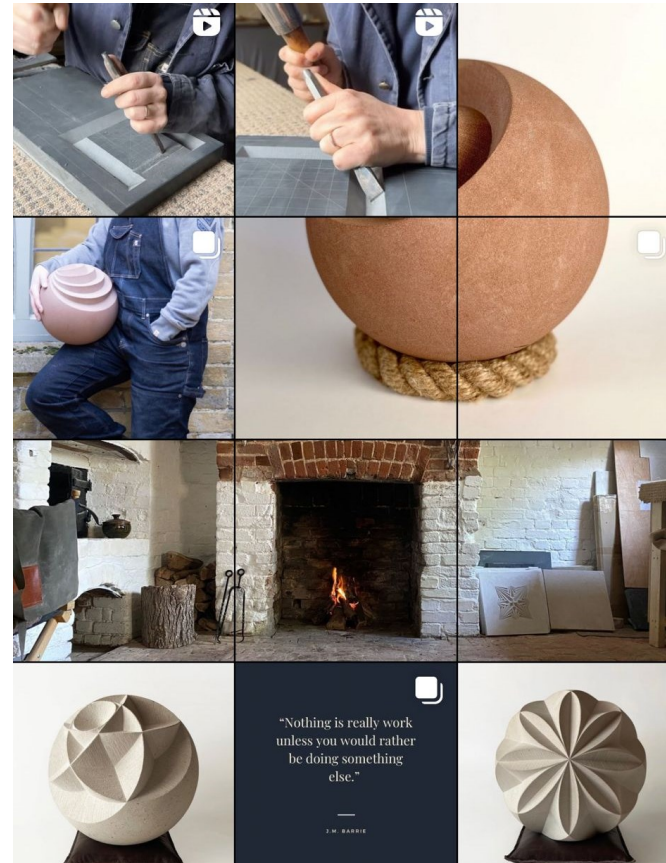
86% of artisans have a website

64% of artisans have a Facebook account

84% of artisans have an Instagram account

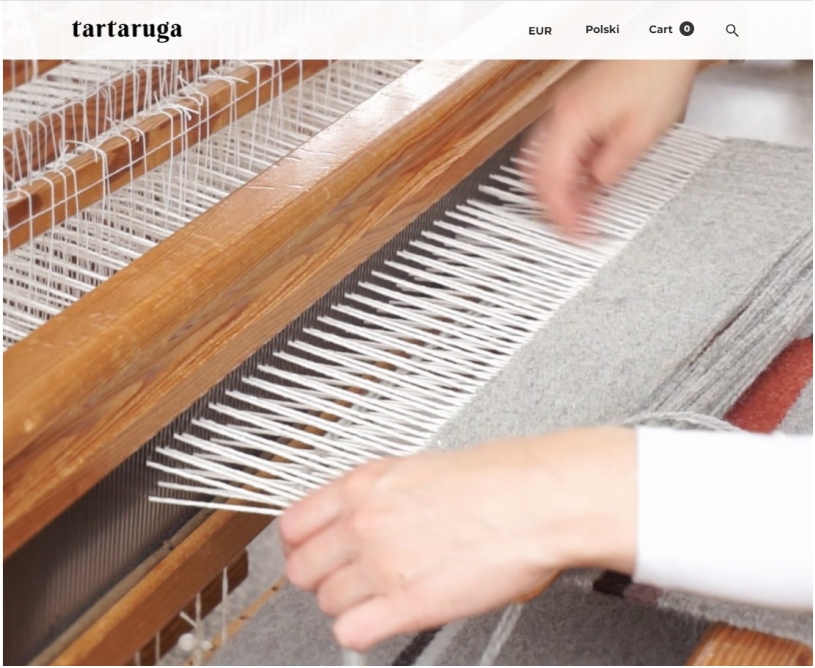
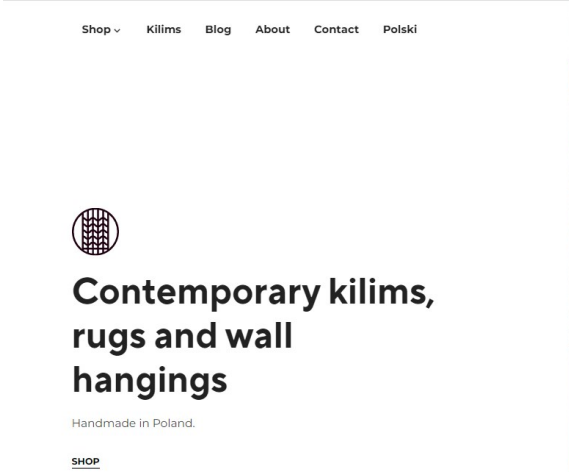
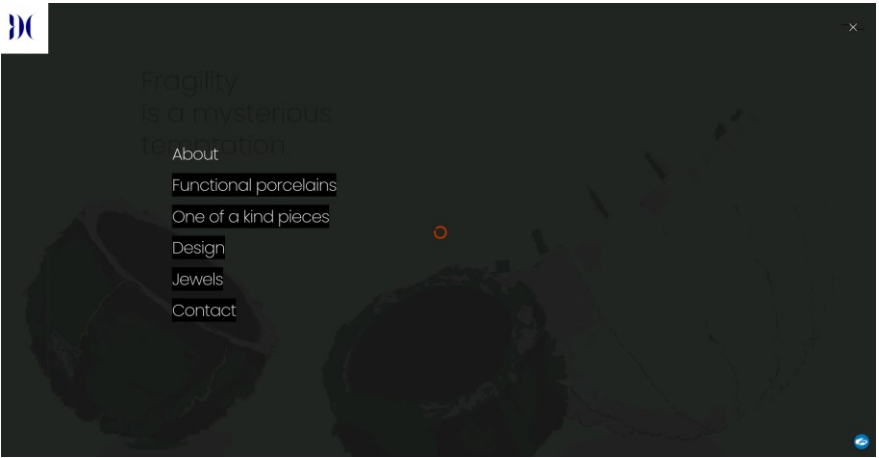
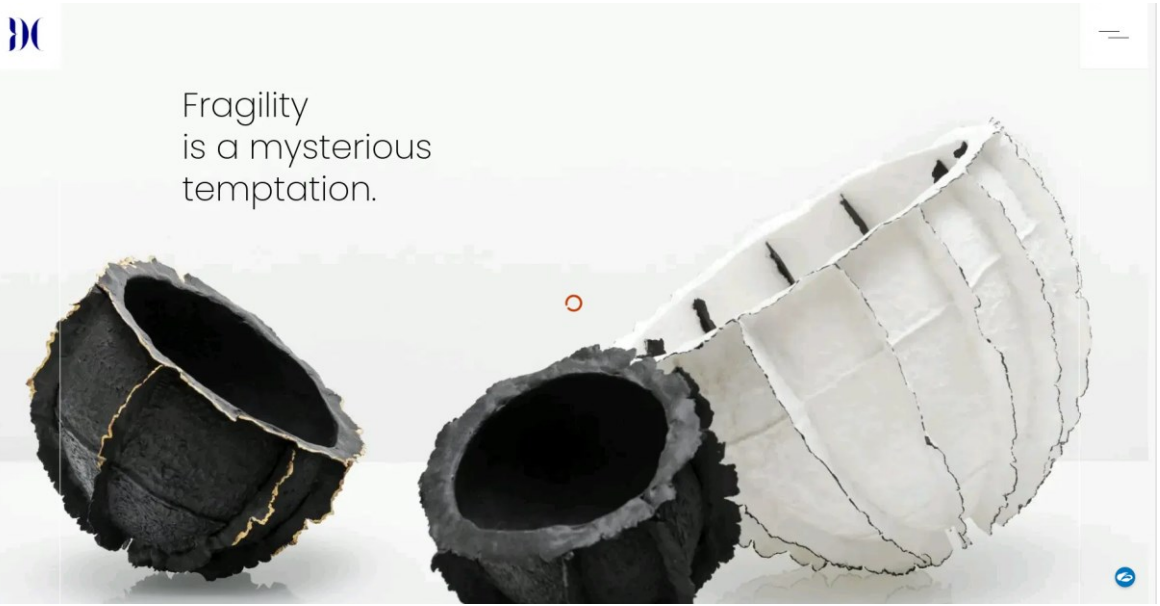


# FINDING YOUR VOICE ON SOCIAL MEDIA





# FROM AN ONLINE PORTFOLIO WINDOW WEBSITE TO AN ONLINE SHOP



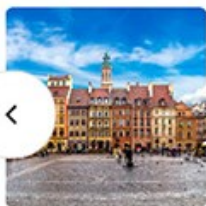
A woman with blonde hair, wearing a light blue t-shirt and dark pants, is focused on shaping a piece of light-colored clay on a pottery wheel. She is leaning forward, her hands positioned to guide the clay as it rotates. The background is a workshop filled with various pottery-related items, including stacks of finished or partially finished pieces, some on wooden stands. The lighting is bright and natural, suggesting an indoor space with large windows.

# RAISING AWARENESS ON DIGITAL

# HOMO FABER GUIDE

Best kept addresses

Get expert recommendations



Warsaw



Florence



Venice



Munich



Italy



Greece



Spain



Portugal



Germany



Russia

# OUR SIGNATURE PROJECT

Homo Faber Guide is  
a **participative and curated digital platform**

- Discover craft addresses around the world
- Explore travel destinations through contemporary craft
- Connect with an international craft community
- **Homo Faber Guide** presents artisans from 40 countries in Europe and beyond (South Korea, Singapore, Japan and Colombia).

Over:

- 2000 artisans
- 300 manufacturers
- 250 museums
- 450 galleries and shops
- 950 experiences
- 46 city ambassadors



Sara Lundkvist Artisan - Karin Oranders©Michelangelo Foundation

# A PRAGMATIC TOOL FOR THE ARTISANS

To be published online, artisans can:

- Apply through the Evaluation Tool
- Be recommended by the Homo Faber community (craft associations, designers, artisan hunters etc).

They benefit from visibility and can be contacted by:

- Potential clients
- Companies or professionals to commission a piece
- Craft enthusiasts to take part in experiences

[www.homofaber.com/guide](http://www.homofaber.com/guide)



# HOMO FABER FELLOWSHIP



# REDUCING SKILLS GAP AND STRENGTHENING ENTREPRENEURSHIP COMPETENCES OF FELLOWS

- A certifying 4-week masterclass on campus designed by an academic partner involving inspiring experts and bespoke for our audience.
- A hands-on digital workshop for the participants covering social media, website and e-commerce basics





# MICHELANGELO FOUNDATION

FOR CREATIVITY  
AND CRAFTSMANSHIP

**Thank you**

[homofaber.com](http://homofaber.com)

[michelangelofoundation.org](http://michelangelofoundation.org)



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