

# Third Expert-Level Roundtable on Fostering South-South and Triangular Cooperation for Intellectual Property and Development



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**WIPO**



# Best Practices for Using Intellectual Property as a Tool for Social Development

“Intellectual Property Project for  
Quilombola Women: Promoting Cultural  
Heritage and Economic Empowerment”

MINISTÉRIO DA  
CULTURA

GOVERNO FEDERAL  
**BRASIL**  
UNIÃO E RECONSTRUÇÃO



## Context

Project: **Intellectual Property for Quilombola Women: Promoting Cultural Heritage and Economic Empowerment**

Ministry of Culture of Brazil, in partnership with the World Intellectual Property Organization (WIPO)

**Four Quilombola communities:** Tocoíós and Baú in **Minas Gerais**, and Engenho da Ponte and Morro do Miriqui in **Bahia**.

# Methodology

## Objective

- IP to strengthen women-led enterprises;
- Enhance the cultural identity of Quilombola communities;
  - Empower the Quilombola Women



The project methodology was built through dialogue with the women participating in the workshops and was structured in three stages:

**1. Prior and informed consultations,**

as established by **ILO Convention 169**: the **Quilombola women**, could assess its relevance and participate in its development through the formation of a Steering Committee.

2. Mapping of the **economic and cultural potential of each community**; Gathering information about the **culture, local businesses, products, and the main demands** of the women to **improve income generation and social development** within the communities.

3. Intellectual Property training workshop

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- **Training workshops on Intellectual Property:** trademarks, copyright, TKs, TCEs and geographical indications in an **innovative and context-sensitive way tailored to the communities.**
  - Worked on Intellectual Property alongside topics relevant to Quilombola women: **ancestry, race, memory, gender, network strengthening.**



## Results

<https://drive.google.com/file/d/1qAIBkrSiaurJ4bmODc4oKyWaCZAz93yw/view?usp=drivesdk>



Closing event at Itamaraty Palace with **Beatriz Amorim, from WIPO,** the **Minister of Culture**, the Minister of Women, ambassadors from many countries, other authorities and local institutions.





During the event, **Quilombola** women shared their workshop experiences, received their training certificates, and showcased their products.

# Developments

- The Ministry of Culture intends to expand the project's reach to other Brazilian communities, with the possibility of creating a **National Intellectual Property Program for Quilombola Women**.
- The project can also be applied to **Indigenous Peoples and other Traditional Peoples and Communities**, both within Brazil and internationally.
- The methodology allows **Intellectual Property** to be addressed alongside relevant topics to **social and economic development**, such as **sustainability, climate change, cultural diversity, traditional knowledge**, among others.

# Ministry of Culture of Brazil Initiatives on Traditional Knowledge and Traditional Cultural Expressions

The Ministry of Culture is working on developing a **regulatory framework** to **protect traditional knowledge, traditional cultural expressions,** and **expressions of popular culture**. In this regard, in-person seminars for civil society consultation and broad public online consultations will be held to

develop this legal proposal, in accordance with the provisions of **ILO**

**Convention 169.**



Peru, Paraguay, Uganda, Australia and Cape Verde shared their experiences about TK and TCE protection.

- In-person consultation seminars across Brazil's five regions;
- Dialogue with **Indigenous Peoples and Quilombola communities**;
- “International Seminar on Traditional and Popular Cultures and Climate Justice: Global Dialogues and Local Knowledge”, in partnership with the **World Intellectual Property Organization (WIPO)**, from September 17 to 20, 2025, in Chapada dos Veadeiros, Goiás.

# "Best Practices on Traditional Cultural Expressions (TCEs)" - "LUZ, The Light of the Heart" Netflix series

The Kaingang Indigenous People in partnership with the producers of the series "LUZ" developed a **protocol for the use of their traditional cultural expressions** to regulate how their cultural manifestations are represented in the audiovisual production.

This is an example of good practice in the use of traditional cultural expressions, based on **free, prior, and informed consent**, and on the development of participatory and culturally sensitive solutions.



This experience was presented in a Side Event during the 50th session of the IGC, organized to share information about successful initiatives and strategies for the protection of traditional cultural expressions.

Kaingáng People developed their Traditional Cultural Expressions Protocol and discussed the collective sharing of benefits arising from the use of their cultural expressions. The process also led to the production of bilingual educational materials for Kaingáng schools and the implementation of training and capacity-building activities.



# International Cooperation for Copyright development

Brazil's efforts to **strengthen the protection of copyright and related rights** in the **digital environment** include:

- Bringing the issue, during the Brazilian Presidency, at the most diverse international fora as the **G20 and BRICS**, alongside **WIPO** and **UNESCO**;
- Including the topic in **Free Trade Agreements negotiations** and into MoUs with South Korea and China (*in progress*);
- The Brazilian Presidency will host a **Workshop on Copyright and Artificial Intelligence** during the **MERCOSUR CULTURAL**, in Porto Alegre, Rio Grande do Sul, on **November 26–27, 2025**.

# CPLP and Copyright

The **CPLP Ministers of Culture** meeting in São Tomé and Príncipe in May 2025 resulted in:

## The Declaration of Commitment and Statute of the CPLP Network of Copyright and Related Rights.

The meeting of Heads of Copyright Offices from the CPLP had the full support of WIPO and included speeches by WIPO specialists on Collective Management.

A work plan is being developed following the signed Declaration.

# Potential for South-South and Triangular Cooperation

1. **Internationalization** of the Intellectual Property project for Quilombola Women through exchanges of experiences between communities from different countries and promotion of local products;

2. **Strengthening business models** developed by Indigenous Peoples and Traditional Communities through **Intellectual Property tools** and encouraging the commercialization of these products at international fairs and events;



3. **Application** of the developed methodology with **Indigenous Peoples, Quilombola communities**, and other groups in **different contexts and countries**;

4. **Exchange of experiences** regarding regulatory policies and other initiatives **aimed at protecting Traditional Knowledge and Traditional Cultural Expressions**.

5. **Brazilian Presidency of G20 and BRICS** brought the protection of **Copyright in the digital environment** as one of its priorities, uniting the Global South in the defense of its cultural heritage.

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## Thank you for your attention!

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