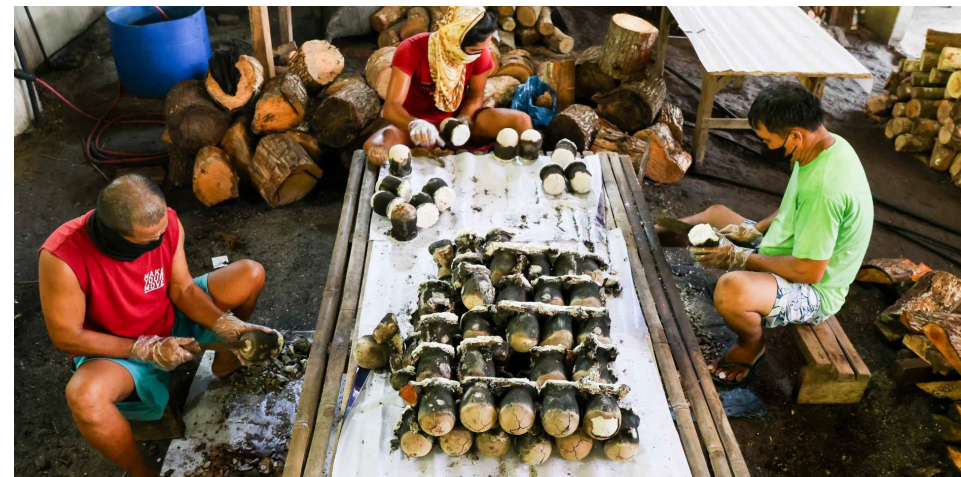


# **Inclusive Governance of Geographical Indications and Sustainability in the Philippines Philippines**

Information Session, 31 March 2026, WIPO

# From Community to Policy: A Bottom-Up Approach

A bottom up, community driven GI system, supported by institutional frameworks and coordinated support, centers producers in decision making to advance inclusive governance and sustain traditional knowledge and practices.





# Real Communities, Real Impact

Across Philippine GIs, community driven initiatives sustain local identity and traditional practices, while generating economic values through protected products.

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# Inclusive Governance in Practice

## INDIGENOUS CULTURAL COMMUNITIES



### DREAM WEAVERS (TNALAK TAU SEBU)

Protect and sustain traditional knowledge and govern their GI, with ICCs/IPs supported through filing assistance and possible fee waivers

## WOMEN-LED ENTERPRISES



### POT MAKERS (ALBURQUERQUE ASIN TIBUOK)

Empowering women producers and entrepreneurs to lead GI initiatives, ensuring gender equity in economic development

## PRODUCERS' ASSOCIATIONS



### GUIMARAS MANGO GROWERS AND PRODUCERS DEVELOPMENT COOPERATIVE

Producers lead GI governance by defining standards, making collective decisions, and ensuring compliance.

# Building Capacity Through Partnerships



## Development Partners

Provide technical expertise and strategic support to strengthen GI local initiatives



## Technical Assistance

Training programs enhance organizational capacity and compliance system among producers



## Sustainable Growth

Enables scaling while maintaining quality and market integrity



# Strengthening Guimaras Mangoes GI

1<sup>st</sup>

GI in the  
Philippines

**“Sweetest Mango in the World”**

The French Development Agency (AFD) supported project advances the Guimaras Mangoes GI by strengthening its Management Council, enhancing stakeholder coordination, reinforcing local governance and control mechanisms.



# Developing Future GIs: BIKOL PILI

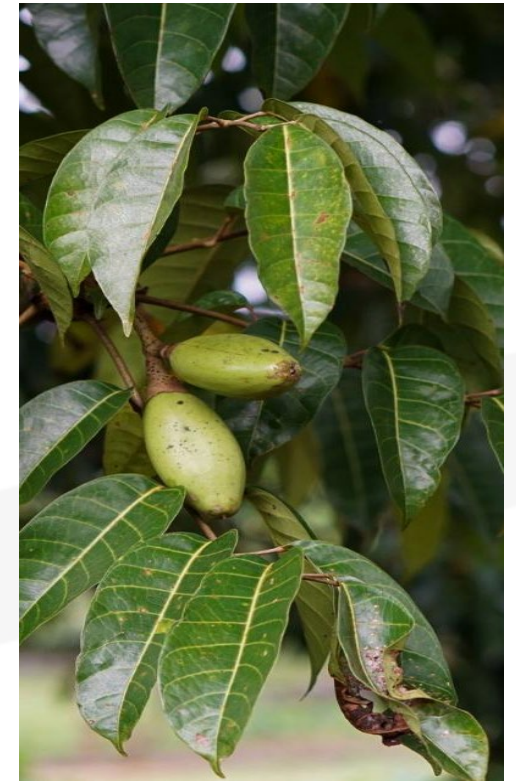
The Bikol Pili initiative, identified as a potential GI under the AFD supported project, illustrates a coordinated, multi stakeholder approach to GI development.



Committee on Development and Intellectual Property (CDIP) on collective marks



Product innovation, strengthening local capacity



# Proposed Legislation: A Coordinated Framework

Mandates inter-agency collaboration to support GI development through capacity building, technical validation, and market development, among others

Cultural heritage and traditional knowledge support



Registration and GI system administration



Standards, validation and support for agricultural GIs



Support for IPs/ICCs rights



Packaging, market development and trade promotion



Organization and support of producer groups and cooperatives



Technical research and innovation support



Local Government Units

Local implementation and community coordination

Private Sector

Investment, market access, and value chain support

# GI

# Strengthening GIs: Shared Responsibility

The Philippine experience reflects an evolving GI system, where communities, institutions, and partners increasingly share responsibility for governance, support, and long term sustainability.



# Thank you!



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