



WORKSHOP

WIPO/IP/CEBS-WEP-PW/GE/23/INF/1
ORIGINAL: ENGLISH
DATE: MARCH 10, 2023

Practical Workshop on Intellectual Property for Women Entrepreneurs from Local Communities in the Central European and Baltic States Region

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the International Labour Organization (ILO),

the International Trade Centre (ITC),

and
the International Trademark Association (INTA)

Geneva, Switzerland, March 6 to 10, 2023

PROGRAM

Document prepared by the International Bureau of WIPO

Background:

This Practical Workshop is offered in the context of the WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Local Communities in the Central European and Baltic States Region (the Program).

The Program aims to encourage women entrepreneurship, innovation and creativity related to traditional knowledge (TK) and traditional cultural expressions (TCEs), with a specific angle on traditional designs and textiles, by strengthening the capacity of local community women entrepreneurs to make strategic and effective use of intellectual property (IP) tools in support of their entrepreneurial activities.

The Program consists of two phases: a training phase (comprising the Practical Workshop, virtual Expert Clinics, and a Booster Practical Workshop later in the year), and a mentoring and matchmaking phase for the duration of 2023.

Objectives:

The objectives of the Practical Workshop are to provide the opportunity for participants to:

- acquire basic knowledge of the main principles, systems and tools of the IP system and how they relate to local communities, emphasizing both the potential value that IP could bring in support of TK and TCEs protection, as well as the challenges;
- network amongst themselves and share experiences and ideas with the use of IP tools to protect and promote TK and TCEs, and;
- further develop their projects and businesses based on traditional textiles and designs.

Monday, March 6, 2023

9.30 – 10.00

Introduction

Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO), Geneva

Welcome Address by:

Ms. Lisa Jorgenson, Deputy Director General, Patents and Technology Sector, WIPO, Geneva

Remarks by:

Mr. Habip Asan, Director, Division for Transition and Developed Countries (TDC), Regional and National Development Sector, WIPO, Geneva

Ms. Marion Heathcote, Representative, International Trademark Association (INTA); Principal, Davies Collison Cave Pty, Sydney, Australia

10.00 – 10.15

Overview of Program and Practical Arrangements

Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC), Regional and National Development Sector, WIPO, Geneva

Ms. Daphne Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

Ms. Anastassia Nikolova, Young Expert, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

10.15 – 10.30

Getting to Know One Another

10.30 – 11.00

Introduction to Intellectual Property – Part one

Speakers: Ms. Virag Halgand

Ms. Daphne Zografos Johnsson

Ms. Anastassia Nikolova

11.00 – 11.15

Coffee Break

11.15 – 12.30

Introduction to Intellectual Property – Part two

Speakers: Ms. Virag Halgand

Ms. Daphne Zografos Johnsson

Ms. Anastassia Nikolova

12.30 – 14.00

Lunch Break

- 14.00 – 15.00 **Participants' Presentations**
- Ms. Diana Roșca, Republic of Moldova
Ms. Liubov Drohomiretska, Ukraine
Ms. Fruzsina Arkhely, Hungary
Ms. Lavinia Ghimbasan, Romania
Ms. Radoslava Balabanova, Bulgaria
Ms. Ana Šakić, Bosnia and Herzegovina
- Moderator: Ms. Virag Halgand
- 15.00 – 15.45 **Intellectual Property Group Exercises**
- Facilitated by the WEP team
- 15.45 – 16.00 Coffee Break
- 16.00 – 16.30 **Introduction to Trade Secrets**
- Speaker: Ms. Marion Heathcote
- 16.30 – 17.30 **Participants' Presentations**
- Ms. Silvija Juozelskytė, Lithuania
Ms. Lucyna Ligocka Kohut, Poland
Ms. Enikő Gerencsér, Hungary
Ms. Armida Alikaj, Albania
Ms. Elene Bulashvili, Georgia
- Moderator: Ms. Monica Boța Moisin, Founder, Cultural Intellectual Property Rights Initiative (CIPRI), Oradea, Romania
- 17.30 – 17.40 **Wrap-up of the Day**

Tuesday, March 7, 2023

- 9.00 – 9.10 **Overview of the Program for the Day**
- 9.10 – 10.00 **Introduction to Geographical Indications**
- Speaker: Ms. Alexandra Grazioli, Director, Lisbon Registry,
 Department for Trademarks, Industrial Designs and
 Geographical Indications, Brands and Designs Sector,
 WIPO, Geneva
- 10.00 – 11.00 **Participants' Presentations**
- Ms. Cristina Dan, Republic of Moldova
- Ms. Metka Fortuna, Slovenia
- Ms. Slavica Hristova, North Macedonia
- Ms. Anastasiia Arhunova, Ukraine
- Ms. Vesna Jakić, Croatia
- Ms. Slađana Milojević, Serbia
- Moderator: Ms. Anastassia Nikolova
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.30 **Introduction to Branding: How to Develop, Register and Use a Mark**
- Speaker: Ms. Marion Heathcote
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 **Group Work on Setting a Branding Strategy**
- Facilitated by the WEP team
- 15.00 – 16.00 **Participants' Presentations**
- Ms. Ani Yoveva, Bulgaria
- Ms. Flutura Xhabija, Albania
- Ms. Anna Halíková, Czech Republic
- Ms. Leniie Ibrahimova, Ukraine
- Ms. Soňa Stančíková, Slovakia
- Moderator: Ms. Monica Boța Moisin
- 16.00 – 16.15 Coffee Break

16.15 – 17.00

Partnerships and Collaborations

Speakers: Ms. Marion Heathcote
Ms. Monica Boța Moisin

17.00 – 17.30

Takeaways on Branding

Speakers: Ms. Marion Heathcote
Ms. Daphne Zografos Johnsson

17.30 – 17.40

Wrap-up of the Day

Wednesday, March 8, 2023

- 9.00 – 9.10 **Overview of the Program for the Day**
- 9.10 – 10.00 **Copyright and Design in the Traditional Textile Context**
Speaker: Ms. Monica Boța Moisin
- 10.00 – 10.15 Coffee Break
- 10.15 – 11.00 **Documentation of Traditional Cultural Expressions (TCEs)**
Speakers: Ms. Daphne Zografos Johnsson
 Ms. Monica Boța Moisin
- 11.00 – 12.00 **Group Work on Documentation of TCEs: Identify and Mitigate Challenges around a Documentation Exercise**
Facilitated by the WEP team
- 12.00 – 12.30 **Women Leadership and Intellectual Property**
Speaker: Ms. Kristine Schlegelmilch, Senior Advisor, IP and Gender, Office of the Deputy Director General (PTS), Patents and Technology Sector, WIPO, Geneva
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 **Business Planning Tools for Small Community Enterprises**
Speakers: Ms. Harriet Deacon, Consultant on Intangible Heritage and Intellectual Property Law, Epsom, United Kingdom
 Mr. Diego Rinallo, Associate Professor of Marketing, EM Lyon Business School, Lyon, France
- 15.00 – 15.30 **Group work on Business Planning**
Facilitated by the WEP team
- 15.30 – 15.45 Coffee Break
- 15.45 – 16.30 **Thinking of Products and Services: The Roots and Fruits Approach**
Speakers: Ms. Harriet Deacon
 Mr. Diego Rinallo
- 16.30 – 17.30 **Individual Work on the Roots and Fruits Tool**
Facilitators: Ms. Harriet Deacon
 Mr. Diego Rinallo
- 17.30 – 17.40 **Wrap-up of the Day**

Thursday, March 9, 2023

- 9.00 – 9.10 **Overview of the Program for the Day**
- 9.10 – 9.30 **Takeaways from Previous Day**
Facilitators: Ms. Harriet Deacon
Mr. Diego Rinallo
- 9.30 – 10.30 **Marketing of Cultural Heritage**
Speaker: Mr. Diego Rinallo
- 10.30 – 10.45 Coffee Break
- 10.45 – 11.15 **Group Work on Individual and Collective Reputation**
Facilitated by the WEP Team
- 11.15 – 12.30 **Social Media Strategy**
Speakers: Ms. Anastassia Nikolova
Ms. Leticia Caminero, Consultant, Traditional Knowledge
Division, Global Challenges and Partnerships Sector,
WIPO, Geneva
- 12.30 – 14.00 Lunch Break
- 14.00 – 14.45 **Principles of Heritage-Sensitive Digital Storytelling**
Speakers: Mr. Diego Rinallo
Ms. Harriet Deacon
- 14.45 – 15.15 **Practical Exercise on Social Media and Digital Storytelling**
Facilitated by the WEP Team
- 15.15 – 15.30 Coffee Break
- 15.30 – 16.00 **Group Photo**
- 16.00 – 16.45 **Practical Exercise (continued) and Discussion**
Facilitated by the WEP Team
- 16.45 – 17.00 **Protecting your Intellectual Property Assets in the Digital Economy**
Speaker: Ms. Daphne Zografos Johnsson
- Discussion**
- 17.00 – 17.10 **Wrap-up of the Day**

Friday, March 10, 2023

9.00 – 9.10	Overview of the Program for the Day
9.10 – 10.30	Market Access Speaker: Mr. Juan Hoyos, Adviser Sustainable and Inclusive Value Chains, International Trade Centre, Geneva
10.30 – 10.45	Coffee Break
10.45 – 11.45	Market Access Group Work Facilitated by the WEP team
11.45 – 12.30	Project Management Overview Speakers: Ms. Anastassia Nikolova Ms. Leticia Caminero
12.30 – 13.30	Lunch Break
13.30 – 14.00	Developing your Intellectual Property Strategy: Final Tips and Considerations Speakers: Ms. Marion Heathcote Ms. Daphne Zografos Johnsson Questions and Answers
14.00 – 16.00	Parallel Sessions Group Exercises on Project Management Tools One on One Clinics on Intellectual Property Strategy Facilitated by the WEP team
16.00 – 16.15	Coffee Break
16.15 – 16.45	Overview of the Mentoring and Matchmaking Phase Ms. Daphne Zografos Johnsson Ms. Virag Halgand Ms. Sara Fuentes Maldonado, Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

16.45 – 17.15 **Distribution of Certificates**

Mr. Habip Asan

Mr. Wend Wendland

17.15 – 17.30 **Wrap-up of the Workshop and Closing Remarks**

Mr. Habip Asan

Mr. Wend Wendland

17.30 **Closing of the Workshop**