Practical Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities

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, September 18 to 22, 2023

PROVISIONAL PROGRAM

*Document prepared by the International Bureau of WIPO*
Background:

This Practical Workshop is offered in the context of the 2023-2024 WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities.

The Program aims to encourage community entrepreneurship, innovation and creativity related to traditional knowledge (TK) and traditional cultural expressions (TCEs) by strengthening the capacity of participants to make strategic and effective use of intellectual property (IP) tools in support of their communities' entrepreneurial activities.

The Program consists of two phases: a training phase (comprising the Practical Workshop, virtual Expert Clinics, and a Booster Practical Workshop next year), and a mentoring and matchmaking phase for the duration of 2024.

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 Indigenous Peoples and 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 on the use of IP tools to protect and promote TK and TCEs, and;

- further develop their community-based projects and businesses.
Monday, September 18, 2023

9.30 – 10.00

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

Indigenous Opening Ceremony

Women Leadership and Intellectual Property
Kristine Schlegelmilch, Senior Advisor, IP and Gender, Office of the Deputy Director General, Patents and Technology Sector, WIPO, Geneva

10.00 – 10.15

Overview of the Program and Practical Arrangements
Daphne Zografos Johnsson
Beatrice Consagra, Program Coordinator, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

10.15 – 11.15

Welcome Coffee: Getting to Know One Another

11.15 – 12.15

Introduction to Intellectual Property
Speakers: Daphne Zografos Johnsson
Anastassia Nikolova, Young Expert, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

12.15 – 12.45

Intellectual Property Group Exercises
Facilitated by the WEP Team

12.45 – 14.00

Lunch Break

14.00 – 15.00

Participants’ Presentations
Aii Shatu Ali, Bamenda, Cameroon
Sana Askari (Afghanistan), Westminster, United States of America (the)
Judith Bakirya, Jinja, Uganda
Angela Lucrecia Chiquin Chitay, Tactic, Guatemala
Appolia Dabe, Gobabis, Namibia

Moderator: Sara Fuentes Maldonado, Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva
15.00 – 15.45  **Intellectual Property and Traditional Knowledge and Traditional Cultural Expressions**

Speaker: Daphne Zografos Johnsson

15.45 – 16.00  Coffee Break

16.00 – 17.10  **Participants' Presentations**

Soguiguili Díaz, Bethania, Panama

Anastasha Elliott, Basseterre, Saint Kitts and Nevis

Laxmi Gurung, Kapan, Nepal

Nenita Kinan, Lake Sebu, Philippines (the)

Diana Naftal Joseh Lemboko, Arusha, United Republic of Tanzania (the)

Mai Ly Niekdam Ly, Buon Ma Thuot City, Viet Nam

Moderator: Beatrice Consagra

17.30 – 19.00  **Reception**
Tuesday, September 19, 2023

9.00 – 9.10  Overview of the Program for the Day

9.10 – 10.00  A Focus on Branding: How to Develop, Register and Use a Mark
Speaker: Marion Heathcote, Representative, International Trademark Association (INTA); Principal, Davies Collison Cave Pty, Sydney, Australia

10.00 – 11.00  Participants’ Presentations
Tsitsi Valerie Sharon Machingauta, Harare, Zimbabwe
Eunice Nabebek Koin, Nairobi, Kenya
Malia Nobrega-Olivera, Hanapepe, United States of America (the)
Sage Paul, Toronto, Canada
Emily Waqalevu, Taveuni, Fiji
Moderator: Anastassia Nikolova

11.00 – 11.15  Coffee Break

11.15 – 12.30  Using Collective and Certification Marks in the Community Context: A Focus on the Sámi Duodji Experience
Speakers: Jacob Adams, Intellectual Property Law Practitioner, Norway
Reetta Tornensis, Sámi Trademarks Project Manager, Sámi Council, Finland

12.30 – 14.00  Lunch Break

14.00 – 15.00  Introduction to Geographical Indications
Speaker: Özden Ilhan, Fellow, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO, Geneva
15.00 – 16.00  **Participants' Presentations**

Shivani Ragavoodoo Canee, Mahebourg, Mauritius

Symbat Sagynbek Kyzy, Razzakov, Kyrgyzstan

Mansura Shams, Chitral, Pakistan

Aishath Shirhan, Malé, Maldives

Sylvia Plain, Sarnia, Canada

Moderator: Leticia Caminero, Consultant, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

16.00 – 16.15  Coffee Break

16.15 – 17.00  **Individual Exercise on Setting a Branding Strategy**

Facilitated by the WEP Team

17.00 – 17.30  **Takeaways on Branding**

Speakers: Marion Heathcote

Daphne Zografos Johnsson

17.30 – 17.40  **Wrap-up of the Day**
Wednesday, September 20, 2023

8.45 – 8.55  Overview of the Program for the Day

8.55 – 10.00  **A Focus on Copyright and Design**

Speakers: Michele Woods, Director, Copyright Law Division, Copyright and Creative Industries Sector, WIPO, Geneva
          Ndèye Fatou Tall, Consultant, Copyright Law Division, Copyright and Creative Industries Sector, WIPO, Geneva
          Leticia Caminero

10.00 – 10.30  **Trade Secrets**

Speaker: Marion Heathcote

10.30 – 10.45  Coffee Break


Speaker: Mara Pasquali, Senior Marketing Executive, To The Point, Cugy, Switzerland

12.30 – 14.00  Lunch Break

14.00 – 15.00  **Business Planning Tools for Small Community Enterprises: Part 2**

Speaker: Mara Pasquali

15.00 – 15.30  **Group Work on Business Planning**

Facilitator: Mara Pasquali

15.30 – 15.45  Coffee Break

15.45 – 16.30  **Thinking of Products and Services: The Roots and Fruits Approach**

Speaker: Harriet Deacon, Consultant on Intangible Heritage and Intellectual Property Law, Epsom, United Kingdom

16.30 – 17.30  **Individual Work on the Roots and Fruits Tool**

Facilitator: Harriet Deacon

17.30 – 17.40  **Wrap-up of the Day**
Thursday, September 21, 2023

9.00 – 9.10 Overview of the Program for the Day

9.10 – 10.00 Crafting an Image: A Guide to Marketing Tradition-Based Products
Speaker: Mara Pasquali

10.00 – 10.10 Break

10.10 – 11.00 Social Media Strategy and Digital Storytelling
Speaker: Mara Pasquali

11.00 – 11.15 Coffee Break

11.15 – 12.00 Exercises on Individual and Collective Reputation
Facilitated by the WEP Team

12.00 – 14.00 Lunch Break

14.00 – 14.45 Partnerships and Collaborations
Speaker: Marion Heathcote

14.45 – 15.45 Documentation of Traditional Knowledge and Traditional Cultural Expressions: Best Practices, Challenges, Risks and Mitigation Strategies
Speakers: Daphne Zografos Johnsson
          Anastassia Nikolova

15.45 – 16.00 Case Study: The Rediscovery of the Ainu Woven Mat in the Collection of the Museum of Ethnography of Geneva
Speaker: Damien Kunik, Curator, Asia Department, Museum of Ethnography of Geneva (MEG), Geneva

16.00 – 16.15 Coffee Break

16.15 – 17.00 Visit of Permanent Collection of the Museum of Ethnography of Geneva

17.00 – 18.00 Discussion
Facilitated by the WEP Team
**Friday, September 22, 2023**

9.00 – 9.10 Overview of the Program for the Day

9.10 – 10.00 Protecting your Intellectual Property Interests in the Digital Economy

Speakers: Daphne Zografos Johnsson

Marion Heathcote

10.00 – 10.45 Introduction to Exporting: Part 1

Speaker: Valeriu Stoian, Programme Officer, International Trade Centre (ITC), Geneva

10.45 – 11.00 Coffee Break

11.00 – 12.30 Introduction to Exporting: Part 2

Speaker: Valeriu Stoian

12.30 – 13.30 Lunch Break

13.30 – 14.00 Developing Your Intellectual Property Strategy: Final Tips and Considerations

Speakers: Marion Heathcote

Daphne Zografos Johnsson

Questions and Answers

14.00 – 16.00 Parallel Sessions

One on One Discussions on Intellectual Property Strategy

Facilitated by the WEP Team

16.00 – 16.30 Ethics in Community-Based Traditional Businesses and Projects

Speaker: Sara Fuentes Maldonado

16.30 – 16.45 Overview of the WEP Mentoring and Matchmaking Phase

Speaker: Daphne Zografos Johnsson
16.45 – 17.00  Wrap-up of the Workshop and Closing Remarks
Daphne Zografos Johnsson

17.00 – 17.30  Distribution of Certificates

17.30 – 17.45  Group Photo

17.45 – 18.00  Indigenous Closing Ceremony

Closing of the Workshop