



WORKSHOP

WIPO/IPTK/GE/3/21/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 4, 2021

Virtual 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, Switzerland, October 11 to 22, 2021

PROGRAM

prepared by the International Bureau of WIPO

Background:

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

The Program aims to encourage women entrepreneurship, innovation and creativity related to traditional knowledge (TK) and traditional cultural expressions (TCEs) by strengthening the capacity of indigenous and 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 (the Virtual Practical Workshop), and a mentoring and matchmaking phase in 2022.

Objectives:

The objectives of the Virtual 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, TCEs and genetic resources (GRs) 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, TCEs and GRs;
- Further develop their projects and businesses.

Monday, October 11, 2021

15.00 – 15.30

Introduction

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

Indigenous Opening Ceremony

Welcome Address by:

Mr. Edward Kwakwa, Assistant Director General, Global Challenges and Partnerships Sector, WIPO, Geneva

Remarks by:

Ms. Tiki Dare, President, International Trademark Association (INTA)

Mr. Vic van Vuuren, Director, Enterprises Department, International Labour Organisation (ILO)

Mr. Juan Hoyos, Adviser, Sustainable and Inclusive Value Chains, Division of Enterprises and Institutions, International Trade Centre (ITC), Geneva

Message from UN_Women:

Ms. Aparna Mehrotra, Director, UN System Coordination Division, UN Women, New York

15.30 – 15.45

Overview of Program

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

Ms. Anna Sinkevich, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

15.45 – 16.45

Virtual Working Coffee – Getting to Know One Another

Facilitators: Ms. Anna Sinkevich

Ms. Daphne Zografos Johnsson

Ms. Leticia Caminero, Consultant, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

16.45 – 17.50

**Introduction to Intellectual Property (IP)
(in breakout rooms by language)**

Presenters: Mr. Wend Wendland

Ms. Daphne Zografos Johnsson

Ms. Begonia Venero, Senior Counsellor,
Traditional Knowledge Division, Global
Challenges and Partnerships Sector, WIPO,
Geneva

Mr. Djakhangir Aripov, Head, Petosevic Law
Firm, Uzbekistan

Discussion

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Tuesday, October 12, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Anna Sinkevich

15.10 – 16.00

Introduction to IP (continued)

Presenters: Ms. Daphne Zografos Johnsson

Ms. Begoña Venero

Mr. Djakhangir Aripov

Discussion

16.00 – 16.30

Open sharing session 1

Facilitator: Ms. Leticia Caminero

16.30 – 16.40

Coffee Break

16.40 – 17.50

IP Group Exercises (in breakout rooms by language)

Facilitators: Ms. Daphne Zografos Johnsson

Ms. Leticia Caminero

Mr. Djakhangir Aripov

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Wednesday, October 13, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Leticia Caminero

15.10 – 16.00

Introduction to Branding

Presenters/

Facilitators: Ms. Marion Heathcote, Representative and Principal, Davies Collison Cave Pty, Sydney, Australia

Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO, Geneva

Discussion

16.00 – 16.30

Theresa's Story

Presenter: Ms. Theresa Secord, United States of America

Discussion

16.30 – 16.40

Coffee Break

16.40 – 17.50

Branding Exercises (in breakout rooms)

Facilitators: Ms. Marion Heathcote

Ms. Leticia Caminero

Mr. Djakhangir Aripov

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Thursday, October 14, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Daphne Zografos Johnsson

15.10 – 16.40

SheTrades - Market Access

Presenter/

Facilitator: Mr. Juan Hoyos, Adviser, Sustainable and Inclusive Value Chains, Division of Enterprises and Institutions, International Trade Centre (ITC), Geneva

Discussion

16.40 – 16.50

Coffee Break

16.50 – 17.20

Market Access Exercises (in breakout rooms by language)

Facilitators: Mr. Juan Hoyos

Ms. Daphne Zografos Johnsson

Ms. Leticia Caminero

Mr. Djakhangir Aripov

17.20 – 17.50

Elena's Story

Presenter: Ms. Elena Variksoo, Russian Federation

Discussion

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Friday, October 15, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Anna Sinkevich

15.10 – 16.00

Indigenous Entrepreneurship in the Digital Economy

Presenter: Mr. Gabriele Gagliani, Lecturer,
Bocconi University, Milan, and Adjunct
Professor, Case Western Reserve
University, United States of America.

Discussion

16.00 – 16.10

Coffee Break

16.10 – 17.00

Collaborations

Presenter/

Facilitator: Ms. Marion Heathcote

Mr. Rune Fjellheim, Independent
Consultant, Norway

Ms. Daphne Zografos Johnsson

Discussion

17.00 – 17.50

Open Sharing Session 2

Facilitator: Ms. Leticia Caminero

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Monday, October 18, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Rebecca Ferderer, Consultant, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

15.10 – 16.30

Marketing Cultural Heritage: An Introduction

Presenter: Mr. Diego Rinallo, Associate Professor, EM Lyon Business School, France

Discussion

16.30 – 16.40

Coffee Break

16.40 – 17.50

Digital Storytelling

Presenters/

Facilitators: Ms. Harriet Deacon, Visiting Research Fellow, University of Coventry, United Kingdom

Ms. Anindita Patra, Independent Researcher, Intangible Cultural Heritage, India

Discussion

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Tuesday, October 19, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Daphne Zografos Johnsson

15.10 – 16.20

Introduction to Project Management

Presenter/

Facilitator: Mr. Matthew Fielding, Senior Programme
Manager and Interim Head of the Project
Communications Unit, Stockholm
Environment Institute, Sweden

16.20 – 16.30

Coffee Break

16.30 – 17.30

Project Management Exercises

17.30 – 17.50

Nancy's Story

Presenter: Ms. Nancy Clara Vásquez García, Founder,
Ääts Grupo Hilando Caminos, Mexico

Discussion

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Wednesday, October 20, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Anna Sinkevich

15.10 – 16.20

Parallel Sessions 1

Patents/TK Based Innovation/GRs

Facilitators: Mr. Shakeel Bhatti, Counsellor, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

Copyright

Facilitators: Ms. Michele Woods, Director, Copyright Law Division, Copyright and Creative Industries Sector, WIPO, Geneva

Ms. Miyuki Monroig, Program Officer, Copyright Management Division, Copyright and Creative Industries Sector, WIPO, Geneva

16.20 – 16.30

Coffee Break

16.30 – 17.50

Parallel Sessions 2

Geographical Indications

Facilitator: Ms. Alexandra Grazioli

Documentation of TK and TCEs

Facilitator: Ms. Fei Jiao, Program Officer, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Thursday, October 21, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Leticia Caminero

15.10 – 16.30

Think Cooperation/Think Cooperatives

Presenters/

Facilitators: Ms. Simel Esim, Manager,
Cooperatives Unit, ILO, Geneva

Ms. Andrea Dávila, Technical Officer,
Cooperatives Unit, ILO, Geneva

16.30 – 16.40

Coffee Break

16.40 – 17.50

Leadership

Presenter/

Facilitator: Ms. Marion Heathcote

17.50 – 18.00

Wrap up of the Day

Facilitator: Ms. Anna Sinkevich

Friday, October 22, 2021

15.00 – 15.10

Overview of the Program for the Day

Ms. Daphne Zografos Johnsson

15.10 – 16.00

Developing your IP Strategy: Questions and Answers Session

Presenters/

Facilitators: Ms. Allison Mages, Head,
IP Commercialization Section, IP for
Business Division, IP and Innovation
Ecosystems Sector, WIPO

Ms. Daphne Zografos Johnsson

16.00 – 16.30

Open Sharing Session 3

Facilitator: Ms. Leticia Caminero

16.30 – 17.00

Overview of the Mentoring and Matchmaking Phase

Presenters: Ms. Daphne Zografos Johnsson

Ms. Anna Sinkevich

Ms. Leticia Caminero

Discussion

17.00 – 17.30

Wrap-up of the Workshop and Closing Remarks

Mr. Wend Wendland

17.30

Closing of the Workshop

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