

Women, Innovation and Impact

Illustrating the global
progress of WIPO's
first IP and Gender
Action Plan





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DPP ID: 105553

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Photo: WIPO / Berrod



Lisa Jorgenson
Deputy Director General,
Patents and
Technology Sector,
WIPO IP and
Gender Champion

Message from WIPO's IP and Gender Champion

These stories offer a compelling snapshot of what we have achieved together over the past three years through WIPO's IP and Gender Action Plan (IPGAP).

Having spent more than 30 years in IP – across private practice, industry, and WIPO, I know firsthand that there is no shortage of talented women. The IP system thrives best when the full spectrum of human creativity flows freely through it.

That is exactly why we created the IPGAP, WIPO's first strategic plan to advance women's engagement across every dimension of IP, innovation, and creativity. When I shared the plan with more than 100 Geneva-based Permanent Representatives in early 2023, Member States clearly showed eagerness to drive this change. They needed coordinated support from WIPO, credible data, practical tools and programs, and a shared platform to succeed. That is precisely what the IPGAP set out to build.

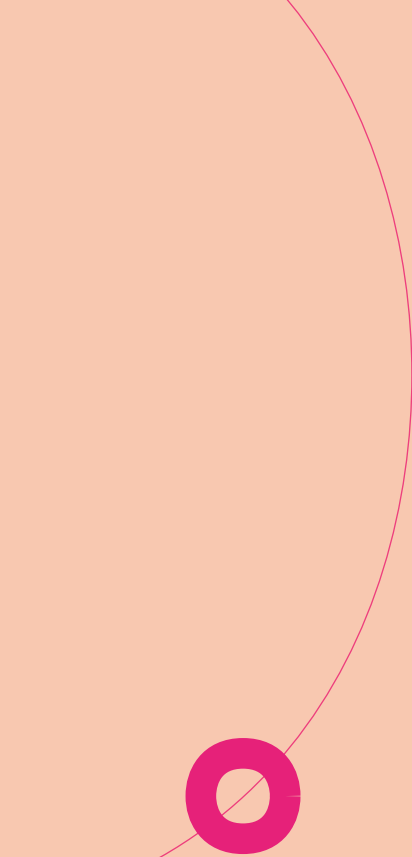
Three years later, the results are encouraging. WIPO is working with national IP and innovation offices to place women at the heart of policies and strategies. We are convening IP offices to exchange ideas, share expertise, and provide the tools for launching local projects. To build

“WIPO is working with national IP and innovation offices to place women at the heart of policies and strategies.”

a solid evidentiary foundation for better policy to address women's underuse of the IP system, we also established a network of economists, legal scholars, and data scientists via the Global Research Experts Meeting (GREM).

On the ground, our tailored mentoring programs equip young girls, women founders, creators and indigenous women entrepreneurs with the necessary skills and tools to navigate innovation, creativity and IP. And through our new “IP for Her” global digital community, we are sustaining engagement with women long after individual programs end. These are only a few examples of our efforts to ensure that IP is accessible, intelligible and actionable. Together, these efforts help women and girls everywhere engage with IP, so they can make informed choices about how to manage, protect, and grow their innovations and creations into new opportunities.

What I am proudest of is the breadth of collaboration that made this possible: Member States, IP and innovation offices, universities, researchers, IP law associations, entrepreneurs, and founders all worked together, turning the IPGAP into a living and dynamic strategy where policy, evidence, and programs are mutually reinforcing, with greater scope and reach. The stories in this publication are living proof of what happens when we work together. They remind us that by eliminating barriers and building systems that welcome everyone, we do not just close gaps; we broaden the reach of innovation and the benefits it can bring to everyone, everywhere.



About WIPO's IP and Gender Action Plan

Women across the globe are innovating and creating in every region and every economic sector, every day. Yet they remain significantly underrepresented in the intellectual property (IP) systems that exist to protect, recognize, and monetize their work.

In 2022, women were named as inventors in fewer than one in five of international patent applications filed under the Patent Cooperation Treaty (PCT). This pattern was consistent across other parts of the IP ecosystem, with women representing approximately 20% of the designers behind everyday products, from packaging to mobile devices to automotive design. Copyright registrations showed a similar gap.

The cost of this gap is real. According to the International Monetary Fund, the underutilization of women's economic potential is a significant constraint on global growth and productivity. When women's innovations remain outside formal IP systems, that potential goes unprotected, unrecognized, and unrewarded. Overlooking half the world's innovative capacity narrows the diversity and quality of the breakthrough ideas that drive progress.

For WIPO, closing this gap is a strategic imperative, as part of our vision is a world where the innovation and creativity of people everywhere is recognized and protected by IP, for the good of everyone. It is how more of the world's innovative potential moves from idea to impact, entering the IP system where it can be turned into real economic and social value.

In 2023, WIPO launched its first strategy on IP in support of women and girls, the IP and Gender Action Plan (IPGAP).

The IPGAP works across three interconnected areas: helping governments integrate gender considerations into IP policy, legislation, and institutional practice; building the evidence base that makes the case for progress through data collection and research;

and delivering direct support to women entrepreneurs, innovators, and creators through IP strategy, business development, and economic empowerment programs.

Underpinning all three areas is a commitment to collaboration and communication — partnering with Member States, IP and innovation offices, international organizations, and the private sector as well as connecting with the communities where women live and work.

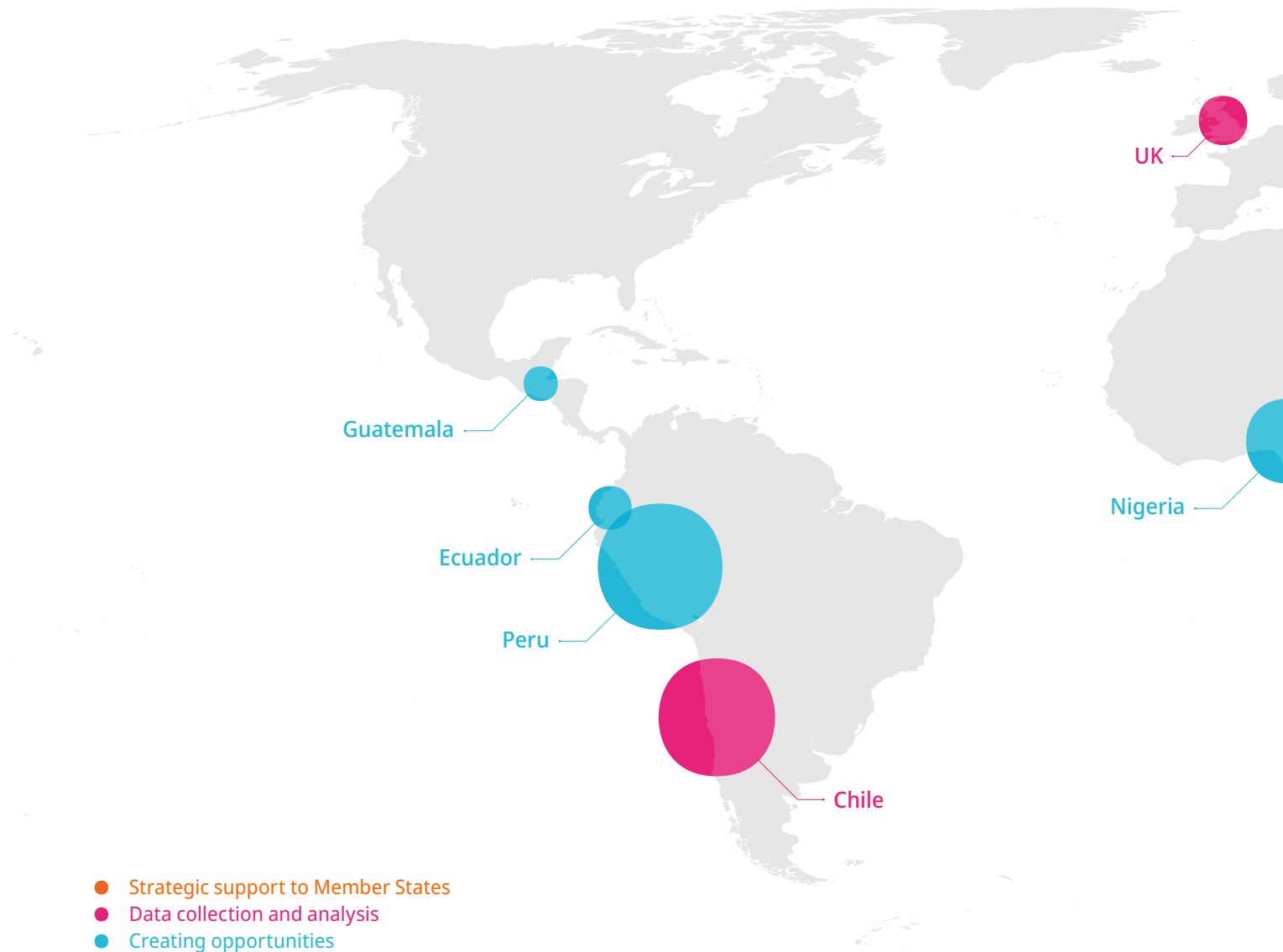
Since the launch, WIPO's engagement with women entrepreneurs, innovators, and creators has grown substantially, through direct support and through policy dialogue with Member States.

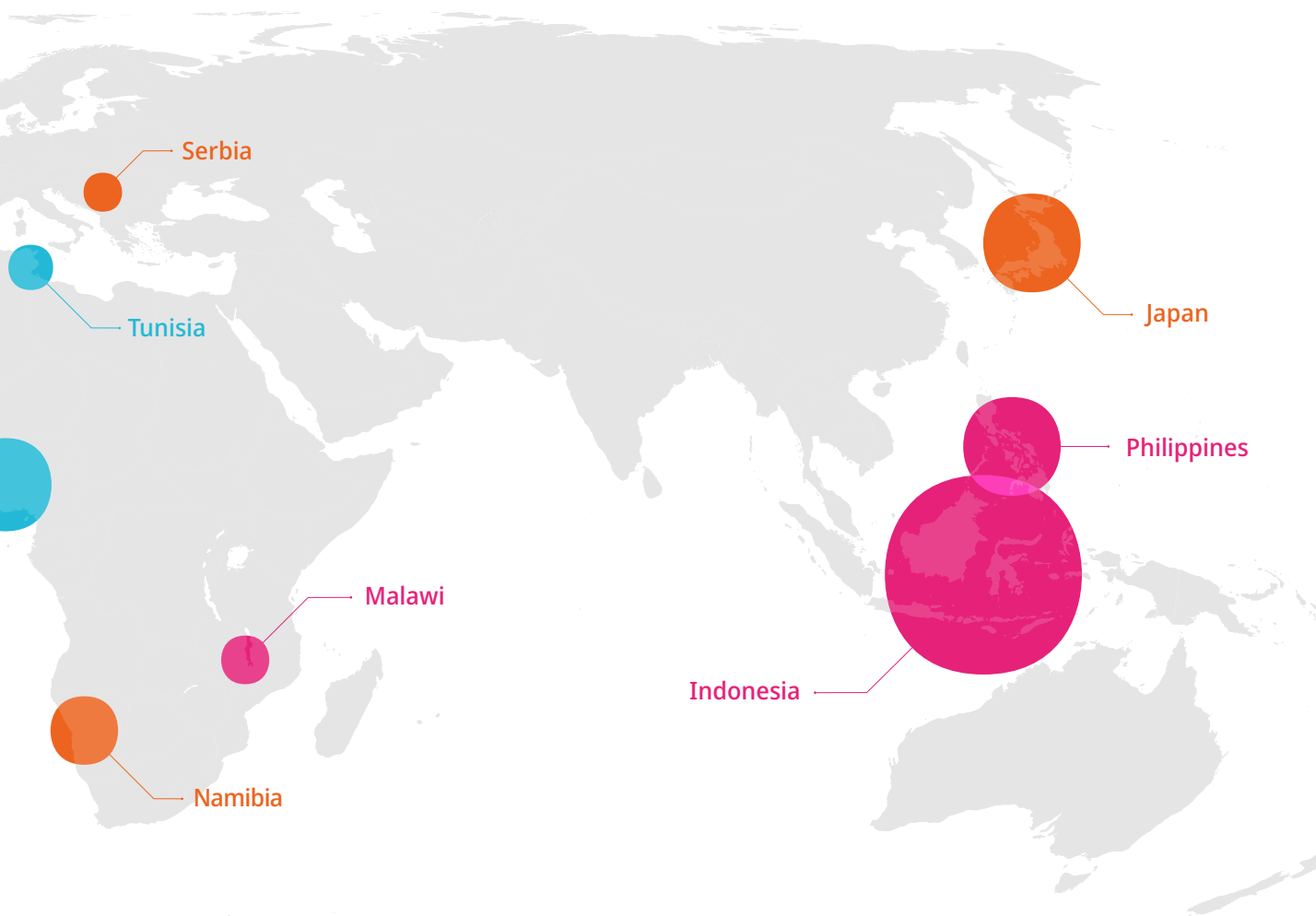
The results show progress, while underlining the magnitude of the challenge and the requirements of expanded efforts.

The most recent WIPO data puts the share of women inventors in published international patent applications at 18.1% in 2025, up from 17.1% in 2022. Yet, WIPO estimates that at the current rate of change, parity among PCT-listed inventors will not be reached until 2083. That projection explains both the rationale of the work under the IPGAP and the need to scale its activities and expand its reach.

This publication documents three years of that work. It compiles stories from across regions, sectors, and areas of activity — evidence that when policy, research, and direct support pull in the same direction, change is possible. The stories are a representative selection, chosen to reflect the breadth of achievements across regions, sectors and areas of work, while underlining the remaining work. Taken together, this publication constitutes **a call for more urgent and ambitious action to ensure that women's contributions are represented more fully in the global IP ecosystem.**

Impact at a glance







Strategic support to Member States Stories from Japan, Namibia, Serbia





Serbia

Women and IP Symposium drives action in Serbia

- **Symposium convened over 165 participants from 81 IP offices for annual peer learning and collaboration.**
- **Symposium discussions directly shape national programs, strategies and data collection.**

The Symposium is a premier platform advancing women's participation in the IP ecosystem which has been instrumental in cross-border knowledge-sharing, strategic collaboration and implementation.

During the Symposium, IP offices exchange strategies for gender integration in national frameworks, sex-disaggregated data and indicators for evidence-based policymaking and scalable initiatives in IP education, entrepreneurship, partnerships and emerging technologies. WIPO sustains year-round momentum via its series, *Advancing Women and IP: Initiatives for Innovation and Success* and collaboration platforms.

For Serbia's IP Office, the Symposium directly shapes programs, policies and data collection. Benchmarking insights from Symposia in 2025 and 2026 and the newly launched WIPO IP for Her platform, the Office

Photo: WIPO



“What makes the Women and IP Symposium unique is the exchange of practical ideas with peers and experts from around the world. It has inspired us with valuable insights and approaches that can be adapted in Serbia, from mentoring programs and storytelling to data collection and more inclusive support for women innovators and creators.”

Aleksandra Mihailović
Assistant Director at Serbia's IP Office



Message of Aleksandra
Mihailović at the
Women and IP
Symposium 2026

and the Association of Businesswomen launched the *"IP as a Driver of Women's Economic Empowerment in Serbia"* initiative. This initiative establishes digital commercialization opportunities and mentorship platforms for women entrepreneurs (including Serbian WIPO Award winners), highlighting successful women innovators as role models to maximize visibility. These insights also reshaped Serbia's national IP strategy, embedding capacity-building and awareness for women creators, while a 2025 overhaul integrated specific metrics for women applicants to drive inclusive policymaking and programs.



Photo: WIPO



Namibia

Namibia places women at the center of its national IP strategy

- **WIPO supports Member States in integrating women into national IP strategies and policymaking**
- **Namibia integrates gender objectives into its revised national IP policy and strategy.**

WIPO helps developing and least developed countries formulate and implement National Intellectual Property and Innovation Strategies for economic development, innovation, and entrepreneurship, with dedicated guidance to help Member States reach groups underrepresented in IP, including through sex-disaggregated IP data collection, inclusive consultations, and targeted measures supporting women in innovation and creativity.

With WIPO's technical assistance Namibia is developing its second National Intellectual Property Policy and Strategy (NIPPS) to strengthen the IP system's





Photos: WIPO



Photo: Courtesy of
Ainna Vilengi Kaundu

“The second national IP policy and strategy is an opportunity to position intellectual property as a catalyst for Namibia’s future development. We value WIPO’s technical support in shaping this vision.”

Ainna Vilengi Kaundu
CEO, Business and Intellectual Property
Authority (BIPA)

contribution to inclusive development. Led by the Ministry of Industries, Mines and Energy and the Business and Intellectual Property Authority (BIPA), the process is intended to enable enterprise development, job creation, and improve livelihoods. It also places women at the center of IP-driven development by addressing barriers to generating, protecting and commercializing IP assets.

The WIPO-supported project, “Namibian Women Entrepreneurs: From Generation to Commercialization of Intellectual Property Assets” (concluded in 2024), offers practical lessons for the new strategy. Through the initiative, 50 women entrepreneurs learned enhanced branding skills and acquired strategic IP skills for commercialization and business growth. As a result, the second NIPPS aims to increase female participation in Namibia’s IP and innovation ecosystem.

To sustain these gains, the Government is advancing the EntreprenHer Program under the “IP for EntreprenHer” initiative. Led by the Ministry of Gender Equality and Child Welfare, with BIPA’s support, the initiative empowers women entrepreneurs to utilize IP skills.



Japan

IP Offices worldwide unite to champion women in IP

- **Every International Women's Day, IP offices join WIPO to advance women's participation in innovation, creativity and IP.**
- **More than 80 offices endorsed the 2026 joint message.**
- **In Japan, the JPO translated the commitments into national action.**

Every International Women's Day, WIPO and IP Offices worldwide come together to reaffirm their commitment to including more women and girls in innovation and IP. Participation in the annual International Women's Day Joint Message increased from 20 offices in 2022 to more than 80 today.

Under the 2026 theme of "*Rights, Justice, Action*," 81 IP offices pledged to reduce barriers to IP access, promote women inventors and creators, strengthen IP education, expand access to emerging technologies, and improve sex-disaggregated data collection to guide policy and track progress. WIPO produced a communications toolkit to help offices adapt the message locally.



In 2025, the Japan Patent Office (JPO) published the message in Japanese for wider outreach. It also developed programs like the “Girls Meet STEM (GMS) Tour”, for female high school and university students, encouraging interest in science and engineering.

Photo: Courtesy of Ryo Nitta



“The joint message is a powerful way to create strong, unified visibility around what we want to achieve for all women and girl innovators and creators, everywhere. In Japan, we will keep working with our partners to turn the commitments into programs that give young women the support and information they need to see a future for themselves in STEM.”

Ryo Nitta

Director for International Intellectual Property Policy Planning,
Japan Patent Office (JPO)

In 2026, 54 students visited the JPO's Tokyo headquarters to learn about patent work, enjoying a facility tour and talk session led by four women JPO staff from diverse STEM and administrative backgrounds. Students also joined a networking session and roleplay of patent invalidation proceedings. In its March 2026 magazine, *Tokkyo*, the JPO showcased women creating value through IP. At the fourth WIPO Women and IP Symposium in May 2026, the JPO joined the Japan Intellectual Property Association and the Japan Patent Attorneys Association to present their trilateral efforts on women's empowerment in IP, including STEM outreach, professional networking and career-building, and broadening participation across the IP ecosystem.



2026 International
Women's Day
Joint Message



creators to inspire others, foster role models, and open pathways for future generations, what is possible. We will strengthen IP advisory services for women inventors, researchers, and creators, while improving IP tools and information to support management, commercialization, and rights.

We commit to ensure to and b

A photograph of two women in a professional office environment. The woman in the foreground, on the right, has dark hair and wears glasses and a light blue button-down shirt. She is resting her chin on her hand and looking intently at a computer monitor. The woman in the background, on the left, is partially visible in profile, wearing a light-colored top. The computer monitor in the background displays several data visualizations, including a line graph with a red trend line and a blue area chart. The overall scene suggests a collaborative work environment focused on data analysis.

Data collection and analysis

Stories from Chile,
Indonesia, Malawi,
Philippines, UK





Global
Chile
Malawi
Philippines

A global research network to advance evidence on women and IP

- **GREM is the first global researchers network dedicated to evidence on women and IP.**
- **It connects economists, researchers, policymakers, and IP practitioners worldwide.**
- **The findings are informing WIPO's own data, work and national policies.**

The Global Research Experts Meeting (GREM) on Increasing Women's Participation in Innovation and IP brings together economists, legal scholars, data scientists, IP practitioners and international organizations collaborating to reduce participation gaps.

Since launching in 2024, GREM has presented more than 45 research papers, drawing participants from five continents. The research examines barriers and solutions across women's participation in innovation including, access to IP knowledge and systems, finance, collaboration and commercialization among others.

In the Philippines, a Design Center study on gender parity in industrial design filings is shaping a Design Commercialization and Gender Inclusion Framework, aligning research with national creative-industry strategy.



Photo: Courtesy of An Yu

"One of the most valuable aspects of GREM is the opportunity to engage with experts from around the world who share a strong commitment to using research to address gender gaps and broader global challenges."

An Yu
Doctoral Researcher and Research Associate,
Manchester Institute of Innovation Research





Photos: WIPO

A Chilean study on trademark renewals reveals gender disparities, informing potential women and trademark related programs.

In Malawi, a study found that patent ownership increased a small business's financing chances by 62%. Yet, despite widespread awareness, only 20% of women- and youth-led enterprises owned IP.

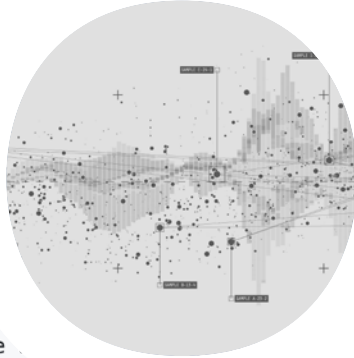
Proposed solutions from GREM research include sex-disaggregated IP data standards for AI, targeted IP grants for women-led SMEs, and technology-acceleration programs that help women commercialize research. These studies provide actionable evidence to help governments, IP and innovation offices and research organizations to build inclusive innovation ecosystems and strengthen women's IP participation.

GREM also supports sex-disaggregated data collection for patents, trademarks and industrial designs.





Global
UK



“World Gender Name Dictionary” powers evidence on women and IP

- **WGND has grown to more than 26 million records spanning 195 countries and territories.**
- **The tool is used by researchers and IP offices worldwide.**
- **It gives researchers a reliable foundation for identifying gender in large IP datasets.**

IP registration records, such as those for a patent or copyright, typically list only a name, not a gender, making it challenging to measure women’s participation. WIPO’s World Gender-Name Dictionary (WGND) resolves this by identifying whether a first name in an IP record is typically associated with a woman or a man, enabling researchers to estimate female and male representation across large IP datasets, more quickly, more consistently, and more accurately.

First released in 2016, WGND 1.0 included 6.2 million names across 182 countries. The updated WGND 2.0 expanded to more than 26 million records covering 195 countries and territories, compiled from more than 50 sources. The update improved accuracy and global coverage by including more names, different writing systems and languages, and better data for common unisex names. Freely available on WIPO’s website as an open dataset, the dictionary includes workshops and video tutorials for STATA and Python, both widely used data analysis tools, lowering technical barriers.

Public of
Brazil): iHea
Gov (Canada): Gove
CH_gov (Switzerland): U
CN_web (China): Multiple
CZ_gov (Czech Republic): Cze
DK_gov (Denmark): Denmark Stat (DS.,
ES_gov (Spain): Spain’s National Institute of Sta
FR_gov (France): INSEE
GB_gov (United Kingdom): Office for National Stati
HU_web (Hungary): University of Debrecen, Departme
IE_gov (Ireland): Central Statistics Office (CSO)
IN_web (India): Multiple websites: Wikipedia, Baby
INT_gov (International): WIPO assemblies and semin
INT_web (International): Multiple websites: Wikiped
JP_web (Japan): Multiple websites: World of Baby N
KR_gov (Republic of Korea): Korean Name Statistic
ME_gov (Montenegro): Statistical Office of Monte
MK_gov (Republic of North Macedonia): National
NO_gov (Norway): Statistics Norway
NZ_gov (New Zealand): Te Tari Taiwhenua / De
PH_gov (The Philippines): National Statist
RO_gov (Romania): National Institute of Statistic
RS_gov (Serbia): Statistical Office of
RU_gov (Russian Federation): Multin



“Understanding who participates in the IP system is essential for developing effective and inclusive policy. The World Gender Name Dictionary provides an important tool for generating sex-disaggregated statistics where survey or administrative data are unavailable, helping us build a more complete picture of participation in innovation. We are pleased to support WIPO’s World Gender Dictionary, which not only improves the quality of analysis but also enables meaningful international comparisons.”

Pauline Beck

Head of Social Research and Statistics, UK Intellectual Property Office

and Crunchbase (databases tracking startups, founders, and funding); conducting targeted internet searches for missing founder information; and applying it to attribute founder gender. This methodology achieved gender attribution for 76.48% of founder records across its dataset.

The United Kingdom Intellectual Property Office used WGND 2.0 in its most recent report on female participation in UK inventorship, finding that female inventors accounted for between 3.9 and 4.8% of all inventors listed on UK patent applications in 1997, rising to between 7.8 and 10.9% by 2024. Separately, the share of published patent applications involving mixed-sex inventor teams increased from 5.2% in 1997 to nearly 19% in 2024.



Indonesia

Capacity-building workshops strengthen women's engagement in IP across regions

- **Workshops equipped national experts from four pilot countries with tools to better measure women's participation in IP systems.**
- **Each pilot country received a dedicated Gender and IP report and public dataset.**
- **In Indonesia, the workshop supported internal policy discussions during the drafting of the National Intellectual Property Master Plan.**

Limited comparable data on IP filings and scientific authorship makes it difficult for governments to assess women's participation in national innovation systems. To close this gap, WIPO has supported Bhutan, Côte d'Ivoire, El Salvador and Indonesia in strengthening the evidence base on women's engagement in IP.

More than 100 officials from pilot countries and 51 Member States attended capacity-building workshops, organized by WIPO to equip national experts with the skills, tools, and data needed to assess women's participation in IP systems. Pilot country reports map gaps and assess women's contributions to creative and innovation capacity. They include indicators



such as the women inventor rate and the share of IP filings and scientific publications with at least one female contributor.

“The WIPO capacity-building workshop on gender and intellectual property provided valuable insights into the use of gender-disaggregated analysis to better understand participation in the IP system, enrich internal policy discussions, and inform future policy development and cooperation initiatives. From an institutional perspective, the workshop reinforced the importance of fostering an enabling environment where equal opportunities for professional development and meaningful participation are encouraged.”

Marchianda Werdany
Deputy Director for IP Cooperation,
Directorate General of Intellectual Property (DGIP), Indonesia

In Indonesia, the workshop introduced the Directorate General of Intellectual Property (DGIP) to sex-disaggregated analysis and evidence-based policymaking. This was especially pertinent given that women own or manage an estimated 64.5% of micro, small and medium-sized enterprises.

The workshop influenced implementation of the Master Plan, with the addition of the Ministry of Women’s Empowerment and Child Protection as a collaborating institution for integrating IP into sectoral roadmaps, traditional knowledge and genetic resources and the integration of IP into financial sector policies. These create vital institutional entry points for inclusive implementation.

The workshop also emphasized improved data collection and analysis to understand women’s participation in the IP system.



Creating opportunities

Stories from Ecuador,
Guatemala, Nigeria,
Peru, Tunisia







Nigeria

IP Youth Camp for girls in STEAM sparks a new generation of innovators in Nigeria

- **IP Youth Camp equips girls with practical skills in innovation, IP protection, and entrepreneurship.**
- **Program creates a pathway for more systematic integration of IP education into school-based learning.**
- **Pilot project evolves into an IP for Schools approach centered on educator capacity and institutional ownership.**

The first IP Youth Camp for Girls in STEAM took place in April 2026 in Nigeria. Over four days, 51 girls, aged 13 to 17 from 10 secondary schools, gained innovation and IP skills and learned how to protect their innovations, and bring them to market. The pilot program was delivered by WIPO, the Nigerian Copyright Commission, the Patents and Designs Registry and the Trademark Registry.

Participants created original inventions, including an AI-enabled smart motorcycle helmet and a rural health application designed for communities without reliable internet access. Each team pitched its innovation to a panel of mock investors, supported by a comprehensive IP strategy. This demonstrated a practical understanding of IP protection mechanisms, including



Photo: Courtesy of Alina Vllengj Kaundu

“IP is a critical driver of innovation and entrepreneurship. It turns ideas into assets, enabling creators to build, scale, and sustain businesses. By introducing girls to these concepts early, we are not only inspiring innovation but also empowering a new generation of women to actively participate in and shape the entrepreneurial ecosystem.”

Busola Bakinson

Legal Expert from Nigeria and presenter at the Nigeria IP Youth Camp for Girls in STEAM



Scan for full story

patents, trademarks, designs, utility models, and copyright as relevant to their respective innovations. Every session was anchored by the journey of a Nigerian woman inventor or entrepreneur who had navigated the innovation and IP systems, showing participants that these career paths are within reach.

Presenters included Kemisola Bolarinwa, inventor, patent holder and CEO of Nextwear Technologies, who described developing a smart bra to detect early signs of breast cancer. She also shared her experience navigating Nigeria's patent system, including early challenges and eventual support from IP authorities in securing protection. Her story also featured in WIPO's [2024 Mission Imagination series](#).

The program also served as a platform to convene local schoolteachers. Their input shaped a proposed Train-the-Trainer model to certify educators to deliver IP-integrated learning across the Federal Capital Territory. These lessons contributed to the evolution of the initiative into the broader IP for Schools approach, with greater emphasis on educator capacity-building, institutional ownership, and the integration of creativity, IP and entrepreneurship into learning environments. The model is now being adapted to different regional and educational contexts, including activities in Central Europe.



Photos: WIPO





Global
Guatemala
Tunisia



New global platform “IP for Her” connects women innovators, entrepreneurs and creators

- **WIPO launched a flagship digital community for women entrepreneurs, innovators, and creators.**
- **The platform keeps women connected, informed, and engaged long after a WIPO program ends.**
- **Women beneficiaries from Guatemala have joined the platform, following the successful completion of a local WIPO program.**

Since 2023, WIPO has implemented more than 30 projects for women, reaching more than 1,500 beneficiaries and helping them strengthen and apply their IP knowledge to grow their businesses and creative ventures. These initiatives connect women to practical tools, mentoring, and wider opportunities within the IP ecosystem.

In Guatemala, the eight-month project “Weaving tradition, building future: Economic and creative empowerment of Poqomchi’ women,” implemented with the Ministry of Economy and the Institute of Tourism, gave 30 Poqomchi’ women a foundation in branding, e-commerce and IP protection tied to their cultural heritage. Ultimately, three new trademarks rooted in their Mayan identities were registered: Pehrk’ux (“Heart on the canvas”), Holkeej (“Protection and renovation”) and Nuxik (“Beginning and end”).



In Tunisia, WIPO collaborated with the National Office of Tunisian Handicrafts for one year to support 38 women artisans in Jebeniana. The project trained them in the strategic use of IP for branding and commercialization. A milestone was establishing a collective trademark, *El Mouchtia*, which embodies the community's rich art and culture. The artisans plan to use the mark to strengthen product identity, increase market visibility and create new economic pathways in Tunisia and beyond.

WIPO's "IP for Her" platform was developed because, while the projects equipped women with practical knowledge and skills, many lacked opportunities for ongoing mentoring, peer learning, and networking once project activities concluded. The platform addresses this gap by providing a digital ecosystem where women can continue accessing IP resources and building professional connections. As active members, the Guatemalan project beneficiaries now use the platform to connect with global peers and tailored resources. Ultimately, the platform supports women at every stage, from first-time creators building foundational IP awareness to established researchers seeking to scale their businesses. A global collaboration, "IP for Her" connects members with WIPO programs, experts, peers and partners, continually amplifying the achievements of women putting IP to work.



Women Artisans in the
Handicraft Sector in Tunisia



Weaving Tradition, Building Future:
Economic and Creative Empowerment of
Poqomchi's Women in Guatemala



Peru
Ecuador

IP training equips women entrepreneurs to protect and commercialize traditional knowledge-based products

- **The program combines hands-on IP training with one-on-one mentoring.**
- **More than 160 Indigenous and local community women entrepreneurs have taken part worldwide.**
- **Participants have registered trademarks and geographical indications for their traditional products.**

The WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities (WEP) equips participants with foundational IP and business skills to strengthen, protect and market their cultural heritage-based products.

In Peru, Clorinda Flores and Juana Ruiz represented the Association of Women Artisans Towards the World in the 2022 Andean WEP. These ceramic artisans from Piura preserve techniques inspired by the Vicús and Tallán cultures. Through the program, they clarified the distinctions between collective marks and appellations of origin to better leverage their existing collective trademark. With WIPO and Funds-in-Trust (FIT)/ Japan IP





Photos: Erika Guatatoca

Global support, they adopted new glazing techniques. Guided by a WEP mentor, Clorinda's daughter, Melissa, successfully secured authorization to use the Chulucanas Appellation of Origin. This shared identity has added value to their ceramics, opened new markets, and protected their cultural heritage.

In Ecuador, Clemencia Alvarado represented the Sumak Yaku Association, a community-based enterprise of Amazon Kichwa Peoples producing essential oils from native plants such as lemongrass and ishingpo. Through the 2022 program, her daughter, Erika Guatatoca, gained IP and business development knowledge, enabling the association to register its collective trademark. Additional technical support improved workplace safety, digital marketing, and sustainable production. Consequently, they reached new international markets and were invited to showcase their products in Quito by Ecuador's national IP office. Supported by FIT/Japan IP Global, this collective trademark has laid a foundation for sustainable growth.

"Don't be afraid to dream big and work together toward your goals. Unity and mutual support are key to achieving anything. When challenges come, don't give up — see them as opportunities to learn and grow. Your culture and traditions are a real treasure, and they can be the foundation for creating something meaningful and unique."

Clemencia Alvarado and Erika Guatatoca
participants of the 2022 WEP



WIPO Training and Mentoring
Program for Indigenous
Women Entrepreneurs

