

# 2023-2024 WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities **Call for applications**



Application  
deadline  
**April 21, 2023**



## Why this program?

Entrepreneurship based on traditional knowledge and traditional cultural expressions celebrates the rich and diverse cultures and traditions of indigenous peoples and local communities around the world, strengthening their sense of identity and belonging, as well as creating jobs and generating income.

However, indigenous and local community entrepreneurs often face difficulties due to a lack of awareness of, and expertise on, intellectual property.

Indigenous and local community women, many of whom play a key role as holders and custodians of traditional knowledge and traditional cultural expressions, represent a significant number of these entrepreneurs, often facing additional difficulties due to inequalities in access to education, funding, and support services.

The program aims to strengthen the capacity of indigenous and local community women entrepreneurs to make strategic and effective use of intellectual property tools in support of their businesses.

It is hoped that the program will encourage women entrepreneurship, innovation, and creativity related to traditional knowledge and traditional cultural expressions, and lead to sustainable prosperity for women and their communities, thus supporting the implementation of many of the Sustainable Development Goals.



## How can participants benefit from the program?

The program can, for example:

- Assist creative and innovative entrepreneurs to sustainably brand and commercialize products and services based on traditional knowledge and/or traditional cultural expressions;
- Help communities identify and manage intellectual property issues that can arise in the context of projects focused on the documentation and digitization of traditional knowledge and/or traditional cultural expressions; or
- Help folk, art, and cultural festival organizers, as well as the artists, performers, and exhibitors at such festivals, to monitor and manage the use of intellectual property rights in that context.

## Program structure

The program has a practical approach and consists of a training phase and a mentoring and matchmaking phase.

The **training phase** will consist of a practical workshop at WIPO headquarters in Geneva, Switzerland, that includes a mixture of short presentations, case studies and group work, to take place from **September 18 to 22, 2023**.

During the practical workshop, participants will have the opportunity to:

- Build capacity in intellectual property and acquire the skills necessary for an effective use of intellectual property rights, including in the digital economy;
- Acquire basic knowledge of related fields useful in an entrepreneurial context, such as business modeling, marketing and digital storytelling.

The practical workshop will also provide the opportunity for participants to network and share experiences with other indigenous and local community women entrepreneurs from around the world to further develop their projects and businesses. Time will be allocated to presentations and discussions of each of the participants' projects.

The **mentoring and matchmaking phase** will take place in 2024. During that phase, mentors will be assigned to individual participants to provide guidance and support in the implementation of the intellectual property components of the participants' projects and businesses.

Mentoring will be provided through video chat, emailing and telephone communication by WIPO and/or its program collaborators.

In delivering the objectives of the program, WIPO will work with program collaborators and experts who bring deep and valuable experiences to the table.

## Who can apply?

Women entrepreneurs from indigenous peoples or local communities, such as artisans, designers, performing artists, researchers, healers, or small-scale farmers, who have a project or business based on traditional knowledge or traditional cultural expressions with an intellectual property component, are encouraged to apply.

WIPO will select up to 20 participants. Provided that an adequate number of applications are received, every effort will be made to select at least two participants from each of the seven geo-cultural regions recognized by the UN Permanent Forum on Indigenous Issues, namely

- Africa
- The Arctic
- Asia



- Central and South America and the Caribbean
- Eastern Europe, the Russian Federation, Central Asia and Transcaucasia
- North America
- the Pacific

**Applications from young indigenous and local community women entrepreneurs are strongly encouraged.**

## Language requirements

Participants should be able to effectively communicate in English.

## Costs

WIPO will cover the costs of travel, accommodation and subsistence associated with the participants' attendance to the practical workshop.

## Required prior knowledge

It is recommended that participants have or acquire a basic understanding of intellectual property prior to the practical Workshop.

Participants are encouraged to take the WIPO Primer on Intellectual Property (DL-001), which is a three-hour distance learning course offered free of charge by the WIPO Academy.

Participants can also benefit from the WIPO General Course on Intellectual Property (DL-101), which is also free of charge, building on the concepts presented in the Primer.

For more information or to access the WIPO Primer on Intellectual Property



(DL-001) and the WIPO General Course on Intellectual Property (DL-101), visit the WIPO eLearning Center at <https://welc.wipo.int>.

Participants should have the necessary IT skills to be able to effectively participate in the program, as well as access to IT equipment and reliable internet connectivity for the duration of the program.

## Application deadline

Candidates should submit a duly filled application form through the following link:

<https://surveys.wipo.int/s3/Application-Form-WIPO-Training-Mentoring-Matchmaking-Program-IP-Women-Entrepreneurs-Indigenous-Peoples-Local-Communities>.

The application deadline is **April 21, 2023**. Applications submitted after the closing date will not be considered.

Successful candidates will be notified by email. If selected, candidates must confirm their participation and their commitment to participate in all phases of the program.

Enquiries may be addressed to **wep@wipo.int**.



The **WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities** is offered in collaboration with:



World Intellectual Property  
Organization  
34, chemin des Colombettes  
P.O. Box 18  
CH-1211 Geneva 20  
Switzerland

Tel: +41 22 338 91 11  
Fax: +41 22 733 54 28

For contact details of WIPO's  
External Offices visit:  
[www.wipo.int/about-wipo/en/offices](http://www.wipo.int/about-wipo/en/offices)

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