

Project-Based Training and Mentoring Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities

What is the Program about?

Entrepreneurship based on traditional knowledge (TK) and traditional cultural expressions (TCEs) 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.

Entrepreneurs from indigenous peoples and local communities often face difficulties due to a lack of awareness of and expertise on intellectual property (IP) rights. As a result, they find it difficult to secure and manage IP rights in support of their projects and businesses, but also to prevent misappropriation and free-riding on their cultures by third parties. In addition, they often struggle to position TK and TCEs-related products and services in the marketplace. Therefore, knowing more about IP rights and how they can be used in practice, can form part of “positive” and “defensive” protection strategies.

Indigenous women, who often play a key role as holders and custodians of TK and TCEs, represent a significant number of those entrepreneurs. Yet they face additional difficulties due to inequalities in access to education, funding and support services.

The *Project-Based Training and Mentoring Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities* (the Program) aims to strengthen the capacity of women entrepreneurs from indigenous peoples or local communities to make strategic and effective use of IP rights in support of projects based on TK and TCEs.

Traditional knowledge (TK) is a living body of knowledge that is developed, sustained and passed on from generation to generation within a community, often forming part of its cultural and spiritual identity. TK can be, for example, knowledge about health, climate change, hunting or fishing techniques, knowledge about animal migration patterns or water management, or knowledge associated with genetic resources.

Traditional cultural expressions (TCEs) are the forms in which traditional culture is expressed. They can be, for example, dances, paintings, songs, handicraft, designs, symbols, ceremonies, tales or many other artistic or cultural expressions.

While a distinction is made between TK and TCEs in the context of IP protection, this does not suggest that they are distinguished in the traditional context.

The Program, which will be delivered through a training and a mentoring phase (see details below), will provide the opportunity for participants to:

- Build capacity in IP and acquire the skills necessary for an effective use of the IP system, as well as basic knowledge of related fields useful in an entrepreneurial context, such as business modelling and marketing;
 - Meet amongst Program participants, share and learn from each other's experiences, but also meet potential partners that can provide support with the implementation of their projects;
 - Further develop and implement TK or TCEs-based projects that have an IP component.
- Assist creative and innovative entrepreneurs to sustainably brand and commercialize TK and TCEs-based products and services.
 - Help identify and manage the IP issues that can arise in the context of TK and TCEs documentation and digitization projects.
 - Help folk, art and cultural festival organizers, but also artists, performers and exhibitors at such festivals, to monitor and manage the use of IP rights in that context.

It is hoped that the Program will encourage women entrepreneurship, innovation and creativity related to TK and TCEs and lead to sustainable prosperity for women and their communities, thus supporting the implementation of many of the Sustainable Development Goals, including gender equality, decent work and economic growth, poverty eradication, reduced inequalities, and industry, innovation and infrastructure.

In delivering the objectives of the Program, WIPO will work with project partners who bring deep and valuable experience to the table.

This is the first time that WIPO offers such a Program. Lessons learned from this pilot will be taken on board for further cycles of the Program in future years.

What types of projects could benefit from the Program?

The Program could, for example:

Program structure

The Program has a practical approach and consists of two phases: a Geneva-based training, followed by a mentoring phase the following year to guide the implementation of the participants' projects.

The training phase

The training phase consists of a Geneva-based Practical Workshop to take place in the week of November 11 to 15, 2019.

During the Workshop, participants will acquire basic knowledge of the main principles, systems and tools of the IP system as they relate to TK and TCEs. In doing so, emphasis will be given to the potential value that IP can bring in support of TK and TCEs-based projects, as well as the challenges.

The Workshop will also provide the opportunity for participants to network and share experiences with women entrepreneurs from different regions, and to further develop their projects.

The Workshop will include a mixture of short presentations, case studies and group work. Time will also be allocated to presentations and discussions of each of the participant's projects.

The mentoring phase

During the mentoring phase, participants are expected to implement the project they have selected. Mentors will be assigned for each of the projects to provide intellectual guidance and support to the implementation of the IP components of the projects.

The mentoring will be principally provided through emailing and telephone communication by WIPO and/or one of its Program partners, depending on the types of projects selected by the participants.

At the end of the mentoring phase, participants will be requested to report in writing on the implementation or status of their project and answer a short questionnaire.

WIPO or its Program partners will not provide financial support to the implementation of the projects.

Admission requirements

Who can apply?

Women entrepreneurs from indigenous peoples or local communities, such as artisans, designers, traditional musicians and dancers, researchers, healers, or small-scale farmers, who are planning or have already initiated a project based on TK and/or TCEs and that includes an IP component may apply for this Program.

Number of participants

WIPO will select up to 20 participants. Provided that an adequate number of applications are received from each region, 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 (i) Africa, (ii) Arctic, (iii) Asia, (iv) Central, South-America & the Caribbean region, (v) Eastern Europe, Russian Federation, Central Asia and Transcaucasia region, (vi) North America, and (vii) Pacific region.

Participation requirements

Candidates should submit a duly filled application form (see page 5-8 of this document).

It is recommended that participants have or acquire basic IP knowledge prior to the 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 Academy¹. Participants can also take the WIPO General Course on Intellectual Property (DL-101), which builds on the concepts presented in the Primer².

Selected candidates shall commit to participate in all phases of the Program.

Language requirements

The participants should be able to effectively communicate in either English, French, Spanish or Russian.

Simultaneous interpretation will be provided from and into those languages during the Geneva-based Workshop.

Costs

WIPO will cover the costs of the selected candidates' participation in the Geneva-based Workshop.

¹ For information on the WIPO Primer on Intellectual Property (DL-001), please see: https://welc.wipo.int/acc/index.jsf?page=courseCatalog.xhtml&lang=en&cc=DL001E#plus_DL001E

² For information on the WIPO General Course on Intellectual Property (DL-101), please see: https://welc.wipo.int/acc/index.jsf?page=courseCatalog.xhtml&lang=en&cc=DL101E#plus_DL101E

Application process

Please email your completed application form (signed and scanned) **by August 30, 2019** to grtkf@wipo.int.

Applications submitted after the closing date will not be considered. No other materials should be submitted other than that requested in the application form.

Successful candidates will be notified by e-mail. If selected, candidates must confirm their participation and their commitment to participate in all phases of the Program.

A formal invitation letter will be sent out to selected candidates containing information on participation in the Program and practical arrangements.

APPLICATION FORM

PERSONAL INFORMATION

1. First name:

2. Surname/family name:

3. Indigenous People or local community you are a member of:
.....

4. Nationality:

5. Country of residence:

6. Date of birth:

7. Mailing address:
.....
.....

8. Email:

9. Telephone:

10. Fax:

11. Languages
Mother tongue(s):

Please indicate the level of your speaking, reading and writing skills in the following languages (advanced, intermediate or basic):

	Speaking	Reading	Writing
English			
French			
Russian			
Spanish			

12. Education (college and/or university and/or other type of training). This question is for information only and will not affect the selection of candidates.

BACKGROUND INFORMATION

13. How did you come to know about WIPO?

14. How did you come to know about the Program?

15. Do you already have some basic knowledge of intellectual property? This question is for information only and will not affect the selection of candidates.

16. Have you previously participated in a training, capacity-building or awareness-raising activity organized by WIPO? If so, which one?

CHANGE PROJECT

17. Please motivate your interest in and the reason(s) for applying to the Program.

18. Please tell us about your project: title of project, description of the project and possibly how it will be implemented.

Note: The change projects may have different durations. While the mentoring phase will normally take place in the calendar year following the training, there will be no commitment from WIPO or its partners to mentor the projects beyond that time, unless otherwise explicitly agreed with the participants.

Closing date for applications: August 30, 2019