


Creative Women

What is WIPO doing for them?


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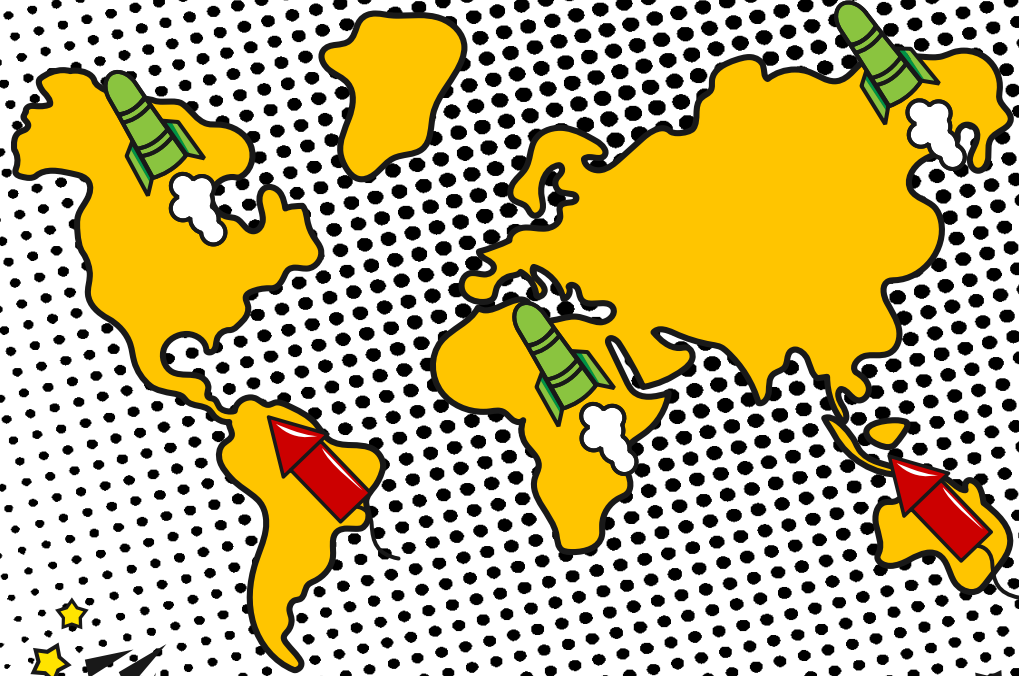
Goal: bring Copyright to all creative women



Launch their creative
talent and accelerate
their path (taking their
ideas to the market)



Ensure remuneration
for their work by
increasing awareness
of their IP rights





Recent WIPO initiatives

01

Capacity building

(Focus in gender and youth)

02

Coaching sessions

Designing a gender policy or strategy

03

Networking

Partnerships with gender associations

04

Promotion

Interviews, testimonies, empowering creators at the national and regional level

1

Capacity building

Changing the mind setting:

- ❖ **Male spheres?** - IT, videogames, comics, software and computer services. The importance of small actions.
- ❖ **Leadership positions:** female experts, key note interventions, researchers, policy makers
- ❖ **Testimonies.** Use your voice: share experiences, inspire, build trust



2. Coaching sessions

As key political hallmarks, gender policies are securing a permanent place in public policy-making around the globe. Public offices are required to design a gender equality policy in their respective areas of work.



Gender equality policy? **How?**

Through a series of 4 coaching sessions, WIPO provided resources and knowledge to policy makers in:

- the design of a gender equality policy and in its implementation for the benefit of their creative economy constituency; and
 - mainstreaming gender equality considerations across their own organization
- Coaching sessions were provided to 12 countries by a UN gender coach

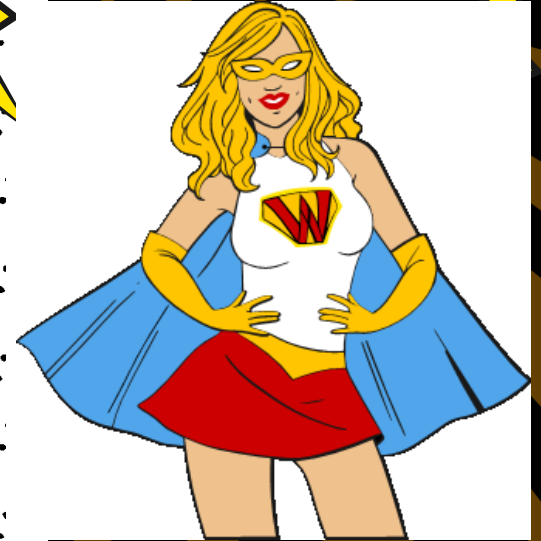


3. Networking /strategic partnerships

1. Ad hoc partnership with Pro Mujer. Pro Mujer is a leading organization (foundation) in Latin America that champions gender equality and delivers services and resources to women, including leadership training, financial literacy, sexual and reproductive health education, digital literacy, as well as entrepreneurial and workforce development skills.
 2. Pro Mujer has more than 30 years creating opportunities for more than 2 million women in six Latin American countries: Argentina, Bolivia, Guatemala, Mexico, Nicaragua and Peru. Website: <https://promujer.org/b2b/en/about-pro-mujer>
 3. Pro Mujer equips women with the skills to run their own businesses effectively and profitably. Since Intellectual property is a key catalyst for entrepreneurial activities, the goal of WIPO is to offer capacity building in the area of IP (i.e. offer the IP Chapter so that girls and women understand and familiarize with the tools for protecting their creative effort). As an initial stage, we will do this by presenting testimonies of women entrepreneurs (i.e. storytelling of a successful case and its linkage to IP tools).
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4. Promotion

1. **Journey of a Book** - two role model "Caribbean writers" sharing their experiences, presenting clever ways to overcome difficulties in the market, and identified a realistic route for achieving professional goals, including through copyright protection tools.
2. Interview with **Ms. Jihan Williams** to be featured in the WIPO magazine (author and self published)
3. Empowering indigenous actress (testimony of **Maria Mercedes Coroy**)



**Creative women
step forward!**
(Raise aspirations!)



Jihan, the author



AWESOME!

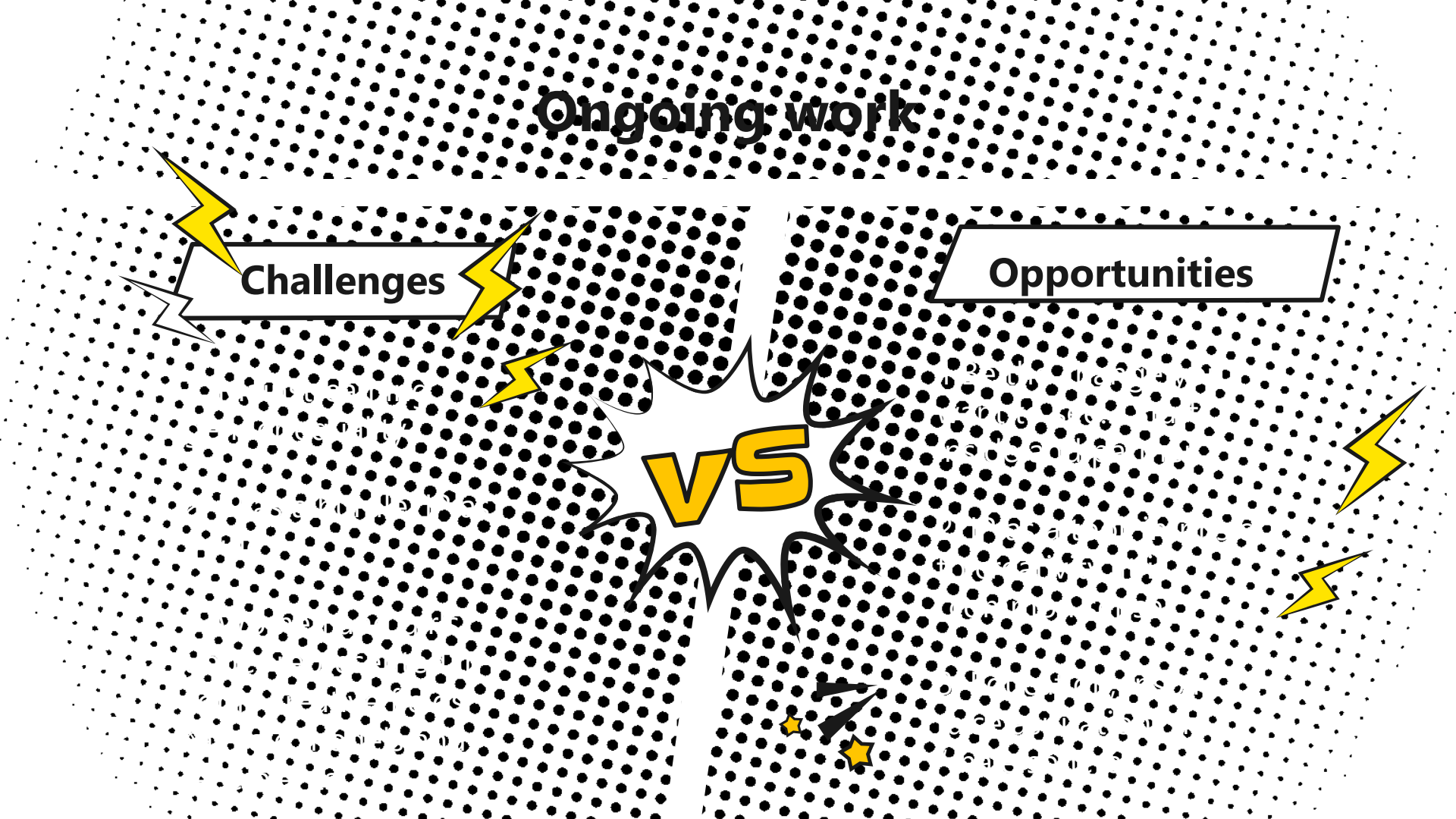
★ **Maria Mercedes Coroy**
Best actress Platino Awards 2021

Ongoing work

Challenges

Opportunities

VS



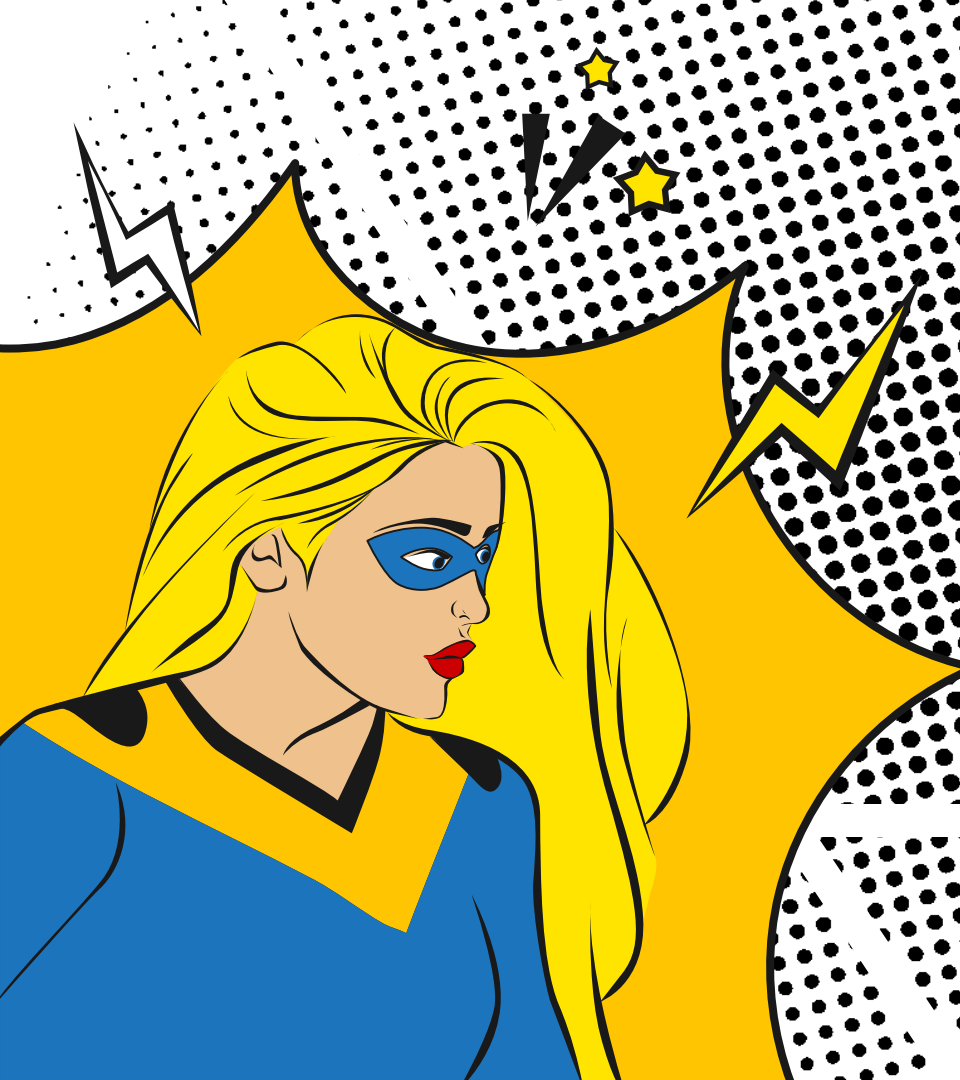


Word of advice

Try something. And never be afraid to fail. That failure is useful too. It's just another building block.

Ricky Gervais





THANKS!

Copyright and Creative
Industries Sector
WIPO

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