



South-South and Triangular Cooperation as a Mechanism for Enhancing Education in IP

The Case of Botswana's CHOBE BASKET

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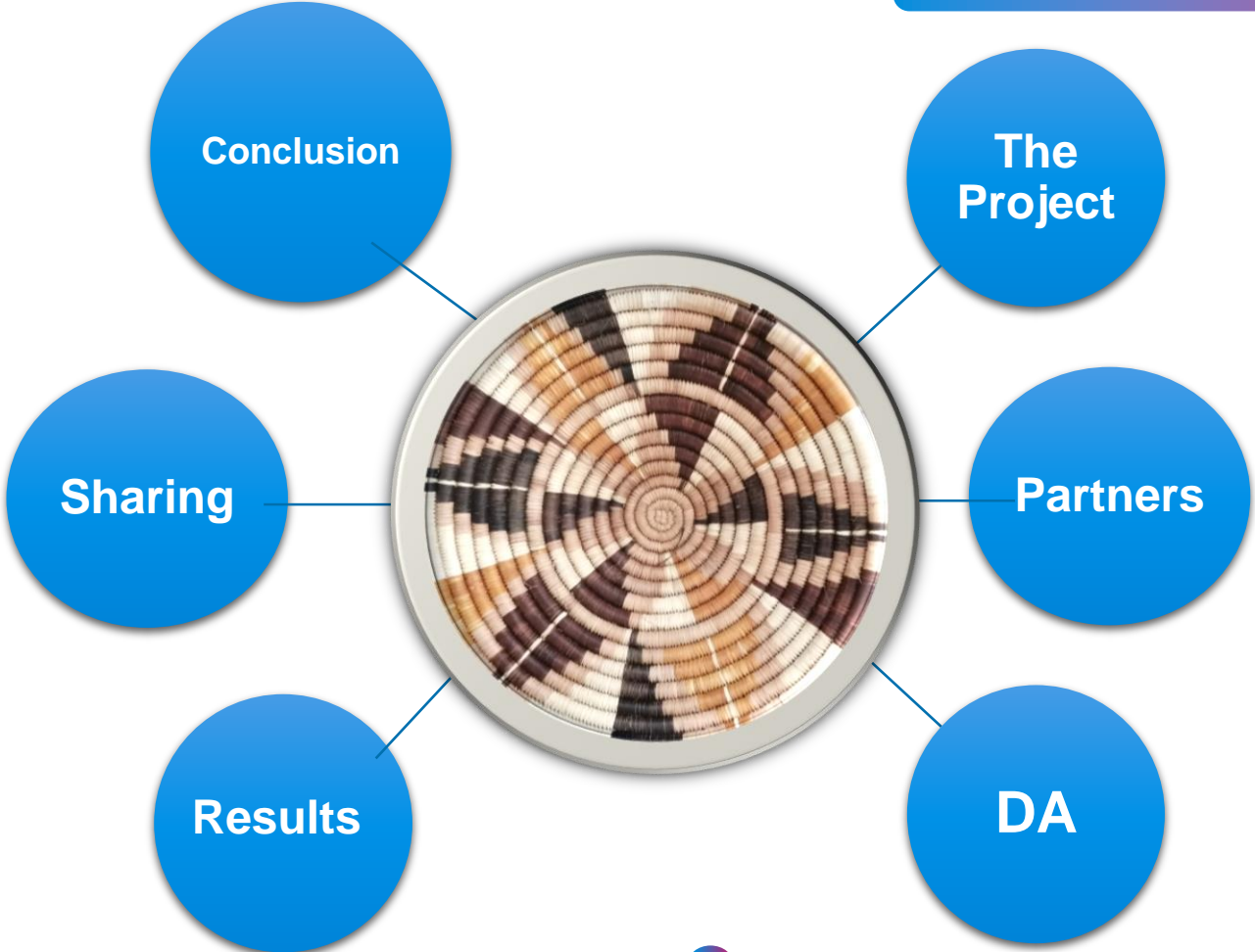
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OUTLINE



The PROJECT

Branding Project Using Intellectual Property for CHOBE BASKET



- ❖ To support African producers in branding their products
- ❖ Assist producers in enhancing the value of their brands
- ❖ Support the producers in acquiring an intellectual property right as a tool for branding



The PROJECT

- ❖ Basket weaving is an age old practice and traditional knowledge of the Veekuhane community found in the Chobe District of Botswana
- ❖ Women of Chobe District in Botswana make a living through their traditional basket weaving skills
- ❖ The skills are passed from generation to generation through observation and practice
- ❖ While basketry was used for traditional household chores, it has now been elevated for its economic benefits
- ❖ The women of Chobe have organised themselves into co-operatives to sell their products as groups to tourists when they visit their villages.
- ❖ Some of the major challenges facing the basket weavers is lack of knowledge on intellectual property and lack of marketing skills
- ❖ The project introduced the weavers to the trade mark system, focused on collective marks



The PROJECT

- ❖ Supported basket weavers with creating a logo (visual identity)
- ❖ Registering the logo with CIPA as a collective mark
- ❖ Establishing quality standards
- ❖ Capacitating the basket weavers on the trademarks system
- ❖ Developing promotional materials and signage using the mark-



PARTNERSHIPS



Botswana
Companies and Intellectual
Property Authority

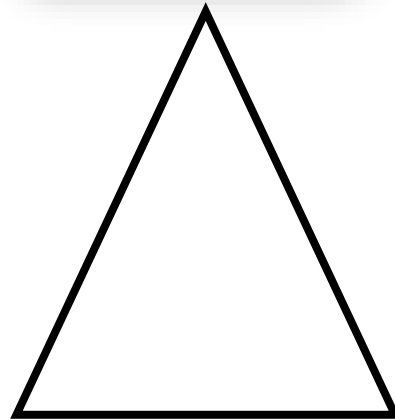
Department for
Cooperative Development

Japan

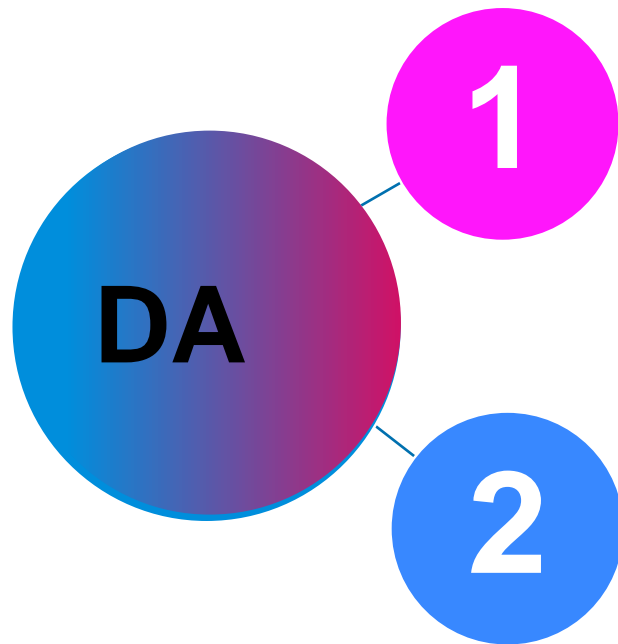
Japan Patent Office

**World Intellectual
Property Organization**

Africa Bureau



DA RECOMMENDATIONS

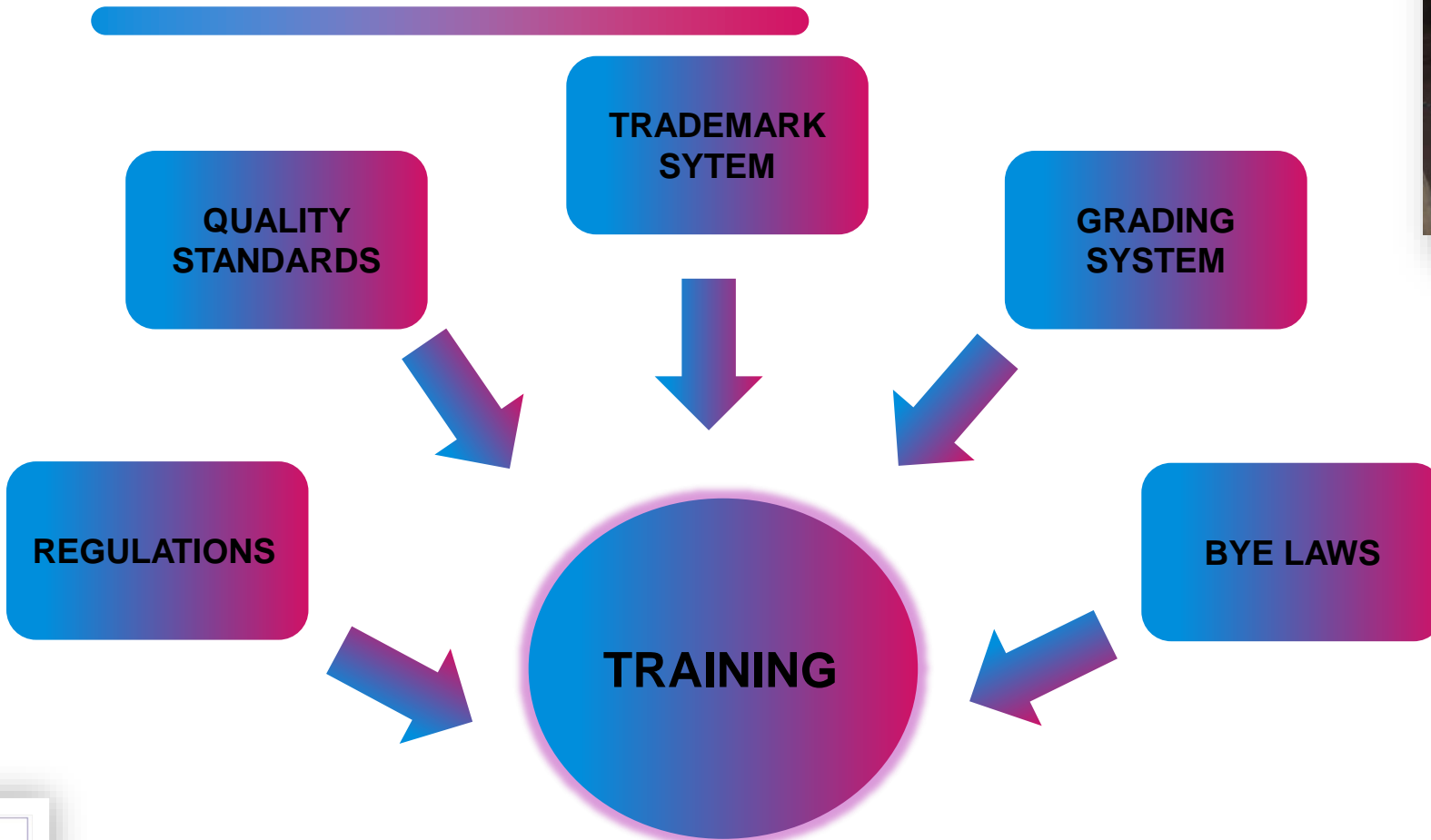


WIPO technical assistance shall be, *inter alia*, development-oriented, demand-driven and transparent, taking into account the priorities and the special needs of developing countries, especially LDCs, as well as the different levels of development of Member States

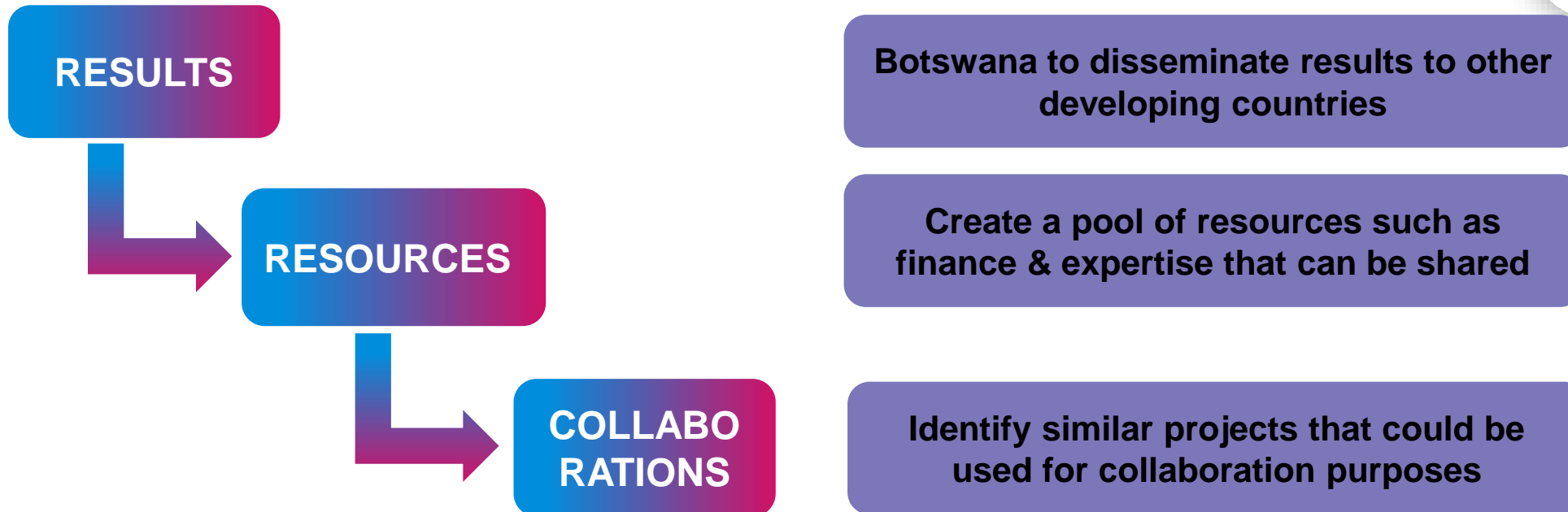
Provide additional assistance to WIPO through donor funding, and establish Trust-in-Funds or other voluntary funds within WIPO specifically for LDCs, while continuing to accord high priority to finance activities in Africa through budgetary and extra-budgetary resources, to promote, *inter alia*, the legal, commercial, cultural, and economic exploitation of intellectual property in these countries.



Training Components of the Project



Sharing Experiences



CONCLUSIONS

The CHOBE BASKET project demonstrates that South-South and Triangular Cooperation is an important mechanism for enhancing IP education

Many SMEs and communities in developing countries are unaware of the importance of intellectual property

Disseminating results and sharing of resources and expertise as well as collaborating in project implementation can lead to similar projects



The Registered Collective Mark





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