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WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WORKSHOP

**WIPO/IPTK/GE/23/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: SEPTEMBER 15, 2023**

Practical Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the International Labour Organization (ILO),

the International Trade Centre (ITC),

and
the International Trademark Association (INTA)

Geneva, September 18 to 22, 2023

PROVISIONAL PROGRAM

Document prepared by the International Bureau of WIPO

Background:

This Practical Workshop is offered in the context of the 2023-2024 *WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities*.

The Program aims to encourage community entrepreneurship, innovation and creativity related to traditional knowledge (TK) and traditional cultural expressions (TCEs) by strengthening the capacity of participants to make strategic and effective use of intellectual property (IP) tools in support of their communities' entrepreneurial activities.

The Program consists of two phases: a training phase (comprising the Practical Workshop, virtual Expert Clinics, and a Booster Practical Workshop next year), and a mentoring and matchmaking phase for the duration of 2024.

Objectives:

The objectives of the Practical Workshop are to provide the opportunity for participants to:

- acquire basic knowledge of the main principles, systems and tools of the IP system and how they relate to Indigenous Peoples and local communities, emphasizing both the potential value that IP could bring in support of TK and TCEs protection, as well as the challenges;
- network amongst themselves and share experiences and ideas on the use of IP tools to protect and promote TK and TCEs, and;
- further develop their community-based projects and businesses.

Monday, September 18, 2023

9.30 – 10.00

Introduction

Daphne Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

Indigenous Opening Ceremony

Women Leadership and Intellectual Property

Kristine Schlegelmilch, Senior Advisor, IP and Gender, Office of the Deputy Director General, Patents and Technology Sector, WIPO, Geneva

10.00 – 10.15

Overview of the Program and Practical Arrangements

Daphne Zografos Johnsson

Beatrice Consagra, Program Coordinator, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

10.15 – 11.15

Welcome Coffee: Getting to Know One Another

11.15 – 12.15

Introduction to Intellectual Property

Speakers: Daphne Zografos Johnsson

Anastassia Nikolova, Young Expert, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

12.15 – 12.45

Intellectual Property Group Exercises

Facilitated by the WEP Team

12.45 – 14.00

Lunch Break

14.00 – 15.00

Participants' Presentations

Aii Shatu Ali, Bamenda, Cameroon

Sana Askari (Afghanistan), Westminster, United States of America (the)

Judith Bakirya, Jinja, Uganda

Angela Lucrecia Chiquin Chitay, Tactic, Guatemala

Appolia Dabe, Gobabis, Namibia

Moderator: Sara Fuentes Maldonado, Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

- 15.00 – 15.45 **Intellectual Property and Traditional Knowledge and Traditional Cultural Expressions**
Speaker: Daphne Zografos Johnsson
- 15.45 – 16.00 Coffee Break
- 16.00 – 17.10 **Participants' Presentations**
Soguiguili Díaz, Bethania, Panama
Anastasha Elliott, Basseterre, Saint Kitts and Nevis
Laxmi Gurung, Kapan, Nepal
Nenita Kinan, Lake Sebu, Philippines (the)
Diana Naftal Joseh Lemboko, Arusha, United Republic of Tanzania (the)
Mai Ly Niekdam Ly, Buon Ma Thuot City, Viet Nam
Moderator: Beatrice Consagra
- 17.30 – 19.00 **Reception**

Tuesday, September 19, 2023

- 9.00 – 9.10 **Overview of the Program for the Day**
- 9.10 – 10.00 **A Focus on Branding: How to Develop, Register and Use a Mark**
Speaker: Marion Heathcote, Representative, International
 Trademark Association (INTA); Principal,
 Davies Collison Cave Pty, Sydney, Australia
- 10.00 – 11.00 **Participants' Presentations**
Tsitsi Valerie Sharon Machingauta, Harare, Zimbabwe
Eunice Nabebek Koin, Nairobi, Kenya
Malia Nobrega-Olivera, Hanapepe, United States of America (the)
Sage Paul, Toronto, Canada
Emily Waqalevu, Taveuni, Fiji
Moderator: Anastassia Nikolova
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.30 **Using Collective and Certification Marks in the Community
Context: A Focus on the Sámi Duodji Experience**
Speakers: Jacob Adams, Intellectual Property Law Practitioner,
 Norway
 Reetta Tornensis, Sámi Trademarks Project Manager,
 Sámi Council, Finland
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 **Introduction to Geographical Indications**
Speaker: Özden İlhan, Fellow, Lisbon Registry, Department for
 Trademarks, Industrial Designs and Geographical
 Indications, WIPO, Geneva

- 15.00 – 16.00 **Participants' Presentations**
- Shivani Ragavoodoo Canee, Mahebourg, Mauritius
- Symbat Sagynbek Kyzy, Razzakov, Kyrgyzstan
- Mansura Shams, Chitral, Pakistan
- Aishath Shirhan, Malé, Maldives
- Sylvia Plain, Sarnia, Canada
- Moderator: Leticia Caminero, Consultant, Traditional Knowledge
Division, Global Challenges and Partnerships Sector,
WIPO, Geneva
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 **Individual Exercise on Setting a Branding Strategy**
- Facilitated by the WEP Team
- 17.00 – 17.30 **Takeaways on Branding**
- Speakers: Marion Heathcote
- Daphne Zografos Johnsson
- 17.30 – 17.40 **Wrap-up of the Day**

Wednesday, September 20, 2023

- 8.45 – 8.55 **Overview of the Program for the Day**
- 8.55 – 10.00 **A Focus on Copyright and Design**
- Speakers: Michele Woods, Director, Copyright Law Division,
 Copyright and Creative Industries Sector, WIPO,
 Geneva
- Ndèye Fatou Tall, Consultant, Copyright Law Division,
 Copyright and Creative Industries Sector, WIPO,
 Geneva
- Leticia Caminero
- 10.00 – 10.30 **Trade Secrets**
- Speaker: Marion Heathcote
- 10.30 – 10.45 Coffee Break
- 10.45 – 12.30 **Business Planning Tools for Small Community Enterprises: Part 1**
- Speaker: Mara Pasquali, Senior Marketing Executive,
 To The Point, Cugy, Switzerland
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 **Business Planning Tools for Small Community Enterprises: Part 2**
- Speaker: Mara Pasquali
- 15.00 – 15.30 **Group Work on Business Planning**
- Facilitator: Mara Pasquali
- 15.30 – 15.45 Coffee Break
- 15.45 – 16.30 **Thinking of Products and Services: The Roots and Fruits Approach**
- Speaker: Harriet Deacon, Consultant on Intangible Heritage and
 Intellectual Property Law, Epsom, United Kingdom
- 16.30 – 17.30 **Individual Work on the Roots and Fruits Tool**
- Facilitator: Harriet Deacon
- 17.30 – 17.40 **Wrap-up of the Day**

Thursday, September 21, 2023

- 9.00 – 9.10 **Overview of the Program for the Day**
- 9.10 – 10.00 **Crafting an Image: A Guide to Marketing Tradition-Based Products**
Speaker: Mara Pasquali
- 10.00 – 10.10 Break
- 10.10 – 11.00 **Social Media Strategy and Digital Storytelling**
Speaker: Mara Pasquali
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.00 **Exercises on Individual and Collective Reputation**
Facilitated by the WEP Team
- 12.00 – 14.00 Lunch Break
- 14.00 – 14.45 **Partnerships and Collaborations**
Speaker: Marion Heathcote
- 14.45 – 15.45 **Documentation of Traditional Knowledge and Traditional Cultural Expressions: Best Practices, Challenges, Risks and Mitigation Strategies**
Speakers: Daphne Zografos Johnsson
 Anastassia Nikolova
- 15.45 – 16.00 **Case Study: The Rediscovery of the Ainu Woven Mat in the Collection of the Museum of Ethnography of Geneva**
Speaker: Damien Kunik, Curator, Asia Department, Museum of Ethnography of Geneva (MEG), Geneva
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 **Visit of Permanent Collection of the Museum of Ethnography of Geneva**
- 17.00 – 18.00 **Discussion**
Facilitated by the WEP Team

16.45 – 17.00 **Wrap-up of the Workshop and Closing Remarks**

Daphne Zografos Johnsson

17.00 – 17.30 **Distribution of Certificates**

17.30 – 17.45 **Group Photo**

17.45 – 18.00 **Indigenous Closing Ceremony**

Closing of the Workshop