

First Training Workshop - Branding Project using Intellectual Property (IP) for “Chobe Basket”, Kasane, Botswana, September 17, 2019

Taita Basket Branding Project in Kenya

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n Taita Taveta County (Kenya)

- 200 km northwest of Mombasa and 360 km southeast of Nairobi
- 3 sisal estates (Teita Sisal Estate is one of the largest in the world)

n Taita Basket

- Handmade by women in Taita Taveta County
- Laboriously crafted in a traditional way from hand-twisted thin sisal fibers
- The knowledge of basket-making has been passed down through the generations, from mother to daughter





n One Village One Product Program supported by JICA (2011-2014)



- Community-based rural development by using local, natural resources to produce high value-added products
- Create sustainable communities through locally available resources to produce globally competitive products
- Promote “county brands” to expand market access of the value-added products

n Field visit

- KIPI, JICA, OVOP, Taita Taveta County Government
- Interview to basket weavers
- Interview to buyers in Nairobi

n Positive conclusion

- Support by KIPI and Taita Taveta County Government
- Quality of baskets
- Misappropriation of their name by other region



n Objectives

The objectives of the project are:

- i. to help the basket weavers of "Taita Basket" to have a collective mark to use it for branding their baskets; and
- ii. to improve the quality of their baskets through training opportunities in the process of obtaining a mark. The ultimate goal is:
- iii. that "Taita Basket" is recognized as a brand as a result of i and ii.

n Timeframe

- Phase I: Planning and Project Launch – **Feb 2016**
- Phase II: Development of Mark, Standard and Regulation – **Jun 2016**
- Phase III: Registration and Use of Mark – **April 2017**

n Roles of partners

- JPO, JICA, KIPI, OVOP, County Government, WIPO

- n County Government opted for collective mark
 - GI is protected as collective mark or certification mark in Kenya
 - Difficulties for establishing a certifying body
 - n The villages of basket weavers are remote from the central town and scattered around the vast County
 - n Transport is a major challenge in the region
 - n Limited resources in the County Government



n Objectives

- Familiarize basket weavers with IP (trademark)
- Educate them on the importance of quality standards
- Sensitize them on forming an association

n Results

- 30 representatives of basket weaving groups learned IP and standards
- Launch of project



- Establish the quality standards through a scientific approach
- Data collection of 300 baskets
- Analysis of the collected data



- Logo design
- Quality standards
- Regulation on use of the mark
- Constitution of the association



- Ideas from basket weavers
- Analysis of 300 baskets
- Collective marks (*) in Japan
- Inputs from the County Government

(*) **Imabari Towel**, etc.

n Objectives

- Form a consensus on draft logo, standards, regulation, and constitution
- Adoption of the draft documents

n Results

- 450 participants in two-day workshops in two sites
- 46 representatives and a NGO in the stakeholders meeting
- All the draft documents were adopted



n Objectives

- Increase brand awareness of Taita Basket

n Results

- Display of 20 selected baskets
- Basket weaving performance by a basket weaver
- Attracted 200 visitors in two days



Exhibition at TICAD 7 in Japan (August 2019)

- Exhibition booth in the venue of TICAD 7 (August 28 to 30, Yokohama (Japan))
- We welcomed more than 600 visitors.



n Taita Baskets Association

- Registered on November 18, 2016

n Collective mark

- Registered with KIPI on April 3, 2017



Type of Mark

A collective trade mark registered in accordance with the provisions of Section 40A of the Trade Marks Act

Trade Mark No.

94134

Classes

20 (Baskets not made of metal) and 21 (Baskets for domestic use)

Registered proprietor

Taita Baskets Association (SOC/75193) registered under the Societies Act of Kenya

n Practical training on improving the quality of baskets

n According to the regulation for use of the mark:

- Baskets need to meet the quality standards
- Basket weavers need to receive training designated by the association

(Link) [Regulation and Quality Standards for Collective Mark](#)



- n Exercise on evaluating the quality of baskets
- n Distribution of tags with the collective mark



Conclusion

- n Collective mark: a tool for branding their baskets
- n Continue to use the mark for branding
- n Use the mark only to baskets that meet the quality standards
- n Continuous efforts in making baskets of higher quality



n Weaving a Way Forward

https://www.wipo.int/cooperation/en/funds_in_trust/japan_fitip/taita_basket_branding.html

