

World Intellectual Property Day – April 26, 2023
Women and IP: Accelerating innovation and creativity

WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities

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Program objective



To encourage women entrepreneurship, innovation and creativity related to traditional knowledge and traditional cultural expressions by strengthening the capacity of indigenous and local community women entrepreneurs to make strategic and effective use of intellectual property tools in support of their entrepreneurial activities

Traditional cultural expressions

- Forms in which traditional knowledge and culture are expressed
- May be tangible, intangible or mixed
- Ex: songs, performances, crafts, names, symbols, art, narratives, designs, architecture and motifs



Traditional knowledge

- Knowledge which results from intellectual activity in a traditional context
- Includes know-how, skills, innovations, practices, and learning
- Not limited to a specific technical field



WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities (WEP)



Indigenous and local community women entrepreneurs



to encourage women entrepreneurship, innovation and creativity related to traditional knowledge and traditional cultural expressions



Mireya Santi

Kisuar Amazanga Community, Amazonian Kichwa and Shuar People, Ecuador

Mireya and Verónica Guatatuca Santi work on the farm growing trees and native plants that produce seeds used in their jewelry and mocawas (traditional bowls).

Income from the sale of those products helps to pay for school tuition and is also saved to later invest in workshops. Eight women participate in these activities and sell products in the community and at fairs. This group now plans to establish a formal association, register a collective mark, find more customers, increase jewelry production and involve more women from the community.

+1500 applicants

89 participants

51 countries

3 global

2 regional

Training

Mentoring
Matchmaking
Clinics + Booster



Photo: WIPO/Berrod



Meet Satitia Gomis from Ziguinchor, Senegal. She is one of the 37 participants in the WIPO Training, Mentoring and Matchmaking...





Top Tips: Indigenous and Local Community Entrepreneurs and Intellectual Property

<https://www.wipo.int/tk/en/entrepreneurship/toptips/indigenous-and-local-community-entrepreneurs.html>



[Taking your tradition-based business online](#)

Explore our top tips for Indigenous and local community entrepreneurs looking to take their businesses online.

<https://www.wipo.int/tk/en/entrepreneurship/digital-economy-tips.html>

1. Protect your contemporary TCEs with copyright

2. Use industrial designs
to protect the way your
products look and feel

3. Register distinctive signs as trademarks

4. Distinguish products with collective/certification marks

5. Link your goods and services to a place with a geographical indication

6. Protect your innovations based on traditional knowledge

7. Keep important
information confidential
with trade secrets

8. Protect your interests in the context of collaborations/partnerships

IP strategy checklist

- Have you developed a product or a process that you consider new, innovative or unique?
- Do you create original, creative and/or artistic material?
- Do you rely on features to make the appearance of your product or the packaging of your product attractive?
- Does your business rely on information that if known by your competitors will affect your competitive advantage?
- Do you use a sign to distinguish your products?
- Do you rely on outside suppliers/providers?
- Do you have a website/social media accounts?
- Do you make or sell products outside of your country?
- Do you have employees?



Protecting your tradition-based products and services with IP

Explore our top tips for Indigenous and local community entrepreneurs looking to use intellectual property.



Webinar series: How to Protect and Promote Your Culture



Taking your tradition-based business online

Explore our top tips for Indigenous and local community entrepreneurs looking to take their businesses online.

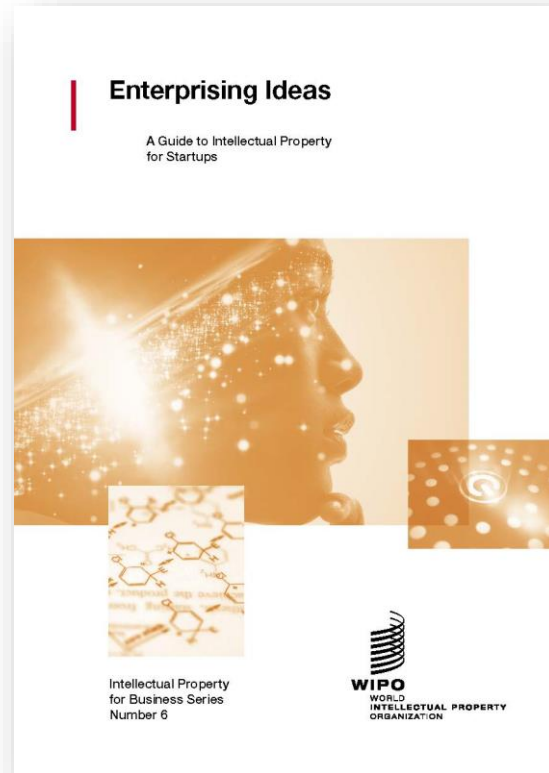


Protect and Promote Your Culture

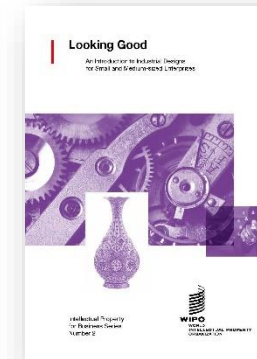
A Practical Guide to Intellectual Property for Indigenous Peoples and Local Communities



IP for Business Guides



New in 2021



See the entire series at
<https://www.wipo.int/publications/en/series/index.jsp?id=181>

Ready to start design your IP
strategy?

Check out our
step-by-step
IP Diagnostics:

<https://www.wipo.int/ipdiagnostic/>