

## **Committee on Development and Intellectual Property (CDIP)**

**Thirty-First Session**  
**Geneva, November 27 to December 1, 2023**

PROJECT ON INTELLECTUAL PROPERTY AND UNLOCKING THE POTENTIAL OF  
NON-AGRICULTURAL GEOGRAPHICAL INDICATIONS FOR THE EMPOWERMENT OF  
LOCAL COMMUNITIES AND PRESERVATION OR REVIVAL OF LOCAL ARTS AND  
TRADITIONS – PROJECT PROPOSAL SUBMITTED BY INDIA

*prepared by the Secretariat*

1. By means of a communication dated April 6, 2023, the Delegation of India submitted a project proposal on “Intellectual Property and Unlocking the Potential of Non-Agricultural Geographical Indications for the Empowerment of Local Communities and Preservation or Revival of Local Arts and Traditions”, for consideration of the thirty-first session of the CDIP.
2. The Annexes to this document contain the said proposal, developed with the support of the WIPO Secretariat.

3. *The Committee is invited to consider the Annexes hereto.*

[Annexes follow]

<b>1. Introduction of the Project</b>
<b>1.1. Project code</b>
DA_01_04_11_34_35_37_1
<b>1.2. Project title</b>
Intellectual Property and Unlocking the Potential of Non-Agricultural Geographical Indications for the Empowerment of Local Communities and Preservation or Revival of Local Arts and Traditions
<b>1.3. DA Recommendations</b>
<p><i>Recommendation 1:</i> WIPO technical assistance shall be, <i>inter alia</i>, 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 and activities should include time frames for completion. In this regard, design, delivery mechanisms and evaluation processes of technical assistance programs should be country specific.</p> <p><i>Recommendation 4:</i> Place particular emphasis on the needs of small and medium-sized enterprises (SMEs) and institutions dealing with scientific research and cultural industries and assist Member States, at their request, in setting up appropriate national strategies in the field of intellectual property.</p> <p><i>Recommendation 11:</i> To assist Member States to strengthen national capacity for protection of domestic creations, innovations and inventions and to support development of national scientific and technological infrastructure, where appropriate, in accordance with WIPO's mandate.</p> <p><i>Recommendation 34:</i> With a view to assisting Member States in creating substantial national programs, to request WIPO to conduct a study on constraints to intellectual property protection in the informal economy, including the tangible costs and benefits of intellectual property protection in particular in relation to generation of employment.</p> <p><i>Recommendation 35:</i> To request WIPO to undertake, upon request of Member States, new studies to assess the economic, social and cultural impact of the use of intellectual property systems in these States.</p> <p><i>Recommendation 37:</i> Upon request and as directed by Member States, WIPO may conduct studies on the protection of intellectual property, to identify the possible links and impacts between intellectual property and development.</p>
<b>1.4. Project Duration</b>
36 months
<b>1.5. Project Budget</b>
The total Project budget is 575,300 Swiss Francs, all related to non-personnel expenditures.
<b>2. Description of the Project</b>
<p>A geographical indication (GI) is a sign used to indicate that a product has a specific geographical origin and possesses a certain reputation or qualities due to that place of origin.</p> <p>Protecting a GI ensures fair competition for producers, provides consumers with reliable information on the place of production or specific characteristics of a product, and helps regions to attract tourists. The protection that GIs provide helps to preserve traditional, high-quality products and know-how, as well as the jobs associated with them. GI protection is particularly important to regional producers and the value generated is often the main source of income for the local people.</p>

GIs are widely recognized and implemented for agricultural products and foodstuffs due to their inherent connection to the land. However, the same geographical roots and local craftsmanship also apply to non-agricultural products, including handicrafts and manufactured goods. The resultant product is not only determined by the raw materials native to its geographical origin but also by the local skills and traditional methods of production.

The objective of this project is to study the multifactor impact of non-agricultural GIs on local communities in India and in other selected countries according to the selection criteria below. In addition, to address the information gap encountered by interested stakeholders in the public and private sectors, the project will identify best practices and lessons learned for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions. Furthermore, case studies will be developed for the valorization, protection, promotion, and preservation of GIs for non-agricultural products.

The project will work with interested stakeholders at national and local levels to comprehend and leverage the potential of non-agricultural GIs in promoting local sustainable development and empowering local communities. An initial workshop will be organized to facilitate the development of a methodology for the study and encourage the exchange of knowledge and collaboration among various stakeholders. After completion of the study, a conference will be organized to disseminate and discuss the results.

The project will explore the situation in India and a maximum of three more pilot countries, each one located in a different region, with a view to developing a distinct understanding of the protection provided to non-agricultural GIs, in each country.

The results of the study could be used at a later stage to assist four pilot countries including India to advance, protect and commercialize non-agricultural GIs for the empowerment of local communities and preservation or revival of local arts and traditions, as the case may be.

## 2.1. Project Concept

The proposed project will cover the development of a study to determine the multifactor impact of the protection of non-agricultural products based on selected case studies, and identify best practices, success stories, challenges, and opportunities associated with non-agricultural GIs for the consideration of policymakers and interested stakeholders.

## 2.2. Project Objective, Outcomes and Outputs

The overall **objective** of the project is to gain a better understanding of the multifactor impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions with a view to developing and implementing an enabling ecosystem for the protection and commercial use of non-agricultural GIs.

More specifically, the project's expected **outcomes** are:

- i. Increased awareness among interested stakeholders worldwide in the public and private sectors on the multifactor impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions, as the case may be; and
- ii. Exchange of information and collaboration among countries to stimulate overall growth.

The project will deliver the following **outputs**:

Output 1: Development of a methodology to undertake a study on the multifactor impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions.

Output 2: Development of case studies on the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions, as the case may be, in

selected countries.

Output 3: Identification of best practices, lessons learned, opportunities and challenges for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions.

Output 4: Development and dissemination of the results of the study and best practices identified for the effective implementation of non-agricultural GIs schemes.

### 2.3. Project Implementation Strategy

The projects will:

- i. Develop a methodology for the evaluation of the multifactor impact of the use of GI for non-agricultural products on local communities and preservation or revival of local arts and traditions;
- ii. Develop case studies in selected countries based on the policy developed for the valorization, protection, promotion, and preservation of GI for non-agricultural products; and
- iii. Identify best practices, lessons learned, opportunities and challenges for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions.

The proposed project will achieve its objectives through the following outputs:

Output 1: Development of a methodology to undertake a study on the multifactor impact of the use of GI for non-agricultural products by local communities and preservation or revival of local arts and traditions.

Activities:

- a. Assess available resources and information regarding the development and implementation of ecosystem for the protection and commercial use of non-agricultural GIs; and
- b. Hold a workshop with researchers and interested stakeholders to develop a methodology for studying the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions, as the case may be.

Output 2: Development of case studies on the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions, as the case may be, in selected countries.

Activities:

- a. Developing 12 case studies (three per pilot country) to document examples of how non-agricultural GIs have contributed to local community development and preservation or revival of local arts and traditions, as the case may be; and
- b. Hold four workshops (one per pilot country) with interested stakeholders in the public and private sectors to identify best practices, opportunities and challenges based on case studies for their own country or region.

Output 3: Identification of best practices, lessons learned, opportunities and challenges for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions.

Activity:

- a. A global study will be developed including best practices and lessons learned for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions.

Output 4: Development and dissemination of the results of the study and best practices identified for the effective implementation of non-agricultural GIs schemes.

Activities:

- a. A conference will be organized to disseminate the knowledge gathered to a wider stakeholder group. The conference will provide practical guidance to effectively implement non-agricultural GI protection. The networking opportunities created will foster relationships and facilitate future collaboration among participating countries; and
- b. Promotional material will be developed for non-agricultural GIs that have been considered for case studies in the Output 2 Activity a.

**2.4. Project Indicators**

<p><u>Project Objective:</u></p> <p>Gain a better understanding of the multifactor impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions with a view to developing and implementing an effective and enabling ecosystem for the protection and commercial use of non-agricultural GIs.</p>	<p><u>Objective Indicators:</u></p> <ul style="list-style-type: none"> <li>- At least 3 communities in each of the selected countries use the project's outputs.</li> </ul>
<p><u>Project Outcomes:</u></p> <p>Increased awareness among interested stakeholders in the public and private sectors on the multifactor impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions, as the case may be.</p>	<p><u>Outcome Indicators:</u></p> <ul style="list-style-type: none"> <li>- At least 60% of the participants of the project activities indicated that they were more aware.</li> </ul>
<p>Exchange of information and collaboration among interested stakeholders to stimulate overall growth.</p>	<ul style="list-style-type: none"> <li>- At least 100 participants engaged in information and collaboration exchanges during the project.</li> </ul>
<p><u>Project Outputs:</u></p> <p>Development of a methodology to undertake a study on the multifactor impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions.</p>	<p><u>Outputs Indicators:</u></p> <ul style="list-style-type: none"> <li>- Report containing a methodology validated by stakeholders and peer reviewers.</li> </ul>
<p>Development of case studies on the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions, as the case may be in selected countries.</p>	<ul style="list-style-type: none"> <li>- Maximum 12 case studies that document examples of how non-agricultural GI initiatives have contributed to local community development and preservation or revival of local arts and traditions.</li> </ul>

<p>Identification of best practices, lessons learned, opportunities and challenges for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions.</p>	<p>- Global study containing best practices and lessons learned, validated by stakeholders and peer reviewers.</p>
<p>Development and dissemination of the results of the study and best practices identified for the effective implementation of non-agricultural GIs schemes.</p>	<p>- Number and type of participants involved in workshops, conferences and other dissemination events organized by the project.</p> <p>- Number of stakeholders the study and case studies reached.</p>

### **2.5. Sustainability Strategy**

To ensure the sustainability of the project outputs, all the relevant material developed in the context of this project will be made available on a website established by WIPO, offering easy access.

To aid in keeping the momentum of the project outcomes, participants will be encouraged to create and maintain either a dedicated webpage or a micro-site within their official webpages as part of an advocacy communications plan.

Updates to the sustainability strategy will be provided in the course of the project implementation.

### **2.6. Selection Criteria for Pilot/Beneficiary Countries**

For the selection of the other pilot countries the Secretariat will consider the following criteria:

1. Region diversity: To enhance the likelihood of future replicability in other countries, the selection will consider geographical diversity in terms of regions and level of development.
2. Data availability: Beneficiary countries should be considered in terms of existing data availability.
3. Existence of non-agricultural GIs and sufficient number of local community in terms of individuals, entrepreneurs, and companies involved are necessary for feasibility of any qualitative or quantitative study. Access to complementary economic data is also a key criterion for the selection of a country.
4. Legal framework: Existence of a legal framework for the protection of non-agricultural GIs and evidence of use of such protection by the local community.
5. Local expertise availability: The beneficiary assessment will also include the need for recruiting and availability of local expertise in each case.
6. Long-term compromise: Political support and commitment toward local community development. Beneficiary countries should be willing to dedicate the necessary resources for the effective implementation of the project and its sustainability.
7. Cost-efficiency: Any economies in terms of project administration, consultant's profile and travel will also be considered.

When reviewing the request for participation, the above criteria will be considered. Interested Member States should complete the template for submission of requests, contained in Annex II to this document.

### 2.7. Implementing Organizational Entity

Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector;

Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector

### 2.8. Links to other Organizational Entities

Regional and National Development Sector, IP and Innovation Ecosystems Sector

### 2.9. Links to other DA Projects

DA Project on *Increasing the Role of Women in Innovation and Entrepreneurship: Encouraging Women in Developing Countries to Use the Intellectual Property System* (CDIP/21/12 REV.)

DA Project on *Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue* (CDIP/24/9)

DA Project on *Empowering small businesses through IP: developing strategies for supporting geographical indications or collective marks in the post registration period* (CDIP/27/7)

### 2.10. Contribution to Expected Results in WIPO's Program and Budget

#### Program and Budget 2024/25

**1.1** More effective communication and engagement worldwide to raise awareness of and increase knowledge about the potential of IP to improve the lives of everyone, everywhere.

**4.1** More effective use of IP to support growth and development of all Member States and their relevant regions and sub-regions, including through the mainstreaming of the Development Agenda Recommendations.

**4.3** Increased IP knowledge and skills in all Member States.

**4.4** More innovators, creators, SMEs, universities, research institutions and communities leverage IP successfully.

### 2.11. Risk and Mitigation

**Risk 1:** Limited stakeholder engagement during the project.

**Mitigation 1:** A comprehensive stakeholder engagement plan involving local communities, academia, government, and industry will be developed.

**Risk 2:** Insufficient data availability and quality.

**Mitigation 2:** Different research methodologies will be utilized to ensure sufficient and accurate data collection both at primary and secondary levels. Cohesive engagement and collaboration with local experts and institutions will be created to access contextual, relevant and reliable information.

**Risk 3:** Potential technological limitations in specific regions.

**Mitigation 3:** Recognizing diverse levels of accessibility due to geographical location and topography, appropriate communication technologies and meeting approaches will be adopted to allow flexibility in engagement with local communities and stakeholders.

### 3. TENTATIVE IMPLEMENTATION TIMELINE

Project Deliverables	Quarters											
	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Pre implementation activities: <sup>1</sup> - Selection of beneficiary countries - Appointment of national coordinators - Hiring of a Fellow												
Assessment of available resources and information regarding the development and implementation of ecosystem for the protection and commercial use of non-agricultural GIs	x	x	x									
Workshop with researchers and interested stakeholders to develop a methodology for studying the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions				x								
Case studies to document examples of how non-agricultural GIs have contributed to local community development and preservation or revival of local arts and traditions				x	x							
Workshops with interested stakeholders in the public and private sectors to identify best practices, opportunities and challenges based on case studies for their own country or region					x	x						
Global study, including best practices and lessons learned for the development and implementation of an enabling ecosystem for the protection and commercial use of non-agricultural GIs and related quality schemes, as well as valorization and preservation or revival of local arts and traditions				x	x	x	x	x	x	x		
Conference to disseminate the knowledge gathered to a wider stakeholder group										x		
Promotional material for non-agricultural GIs											x	
Project evaluation												x
CDIP side event												x

<sup>1</sup>Implementation will start only once the pre-implementation activities have been delivered, that is: (i) all beneficiary countries of the projects have been selected; (ii) focal points have been appointed in each country; and (iii) the project implementation team is established.



#### 4. PROJECT BUDGET BY DELIVERABLE

<i>(in Swiss francs)</i>	Year 1		Year 2		Year 3		Total
	Personnel	Non-Personnel	Personnel	Non-Personnel	Personnel	Non-Personnel	
<b>Project Deliverables</b>							
Project coordination	-	77,100	-	77,100	-	77,100	231,300
Assessment of available resources and information regarding the development and implementation of ecosystem for the protection and commercial use of non-agricultural GIs	-	10,000	-	-	-	-	10,000
Workshop with researchers and interested stakeholders to develop a methodology for studying the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions	-	39,000	-	-	-	-	39,000
Case studies to document examples of how non-agricultural GIs have contributed to local community development and preservation or revival of local arts and traditions	-	-	-	60,000	-	-	60,000
Workshops with interested stakeholders in the public and private sectors to identify best practices, opportunities and challenges based on case studies for their own country or region	-	-	-	42,000	-	-	42,000
Global study	-	-	-	33,000	-	33,000	66,000
Conference to disseminate the knowledge gathered to a wider stakeholder group	-	-	-	-	-	66,000	66,000
Promotional material for non-agricultural GIs	-	-	-	-	-	34,000	34,000
Project evaluation	-	-	-	-	-	15,000	15,000
CDIP side event	-	-	-	-	-	12,000	12,000
<b>Total</b>	-	<b>126,100</b>	-	<b>212,100</b>	-	<b>237,100</b>	<b>575,300</b>

## 5. PROJECT BUDGET BY COST CATEGORY

<i>(in Swiss francs)</i> Project Deliverables	Travel, Training and Grants			Contractual Services					Total
	Staff Missions	Third-party Travel	Training and related travel grants	Conferences	Publishing	Individual Contractual Services	WIPO Fellowships	Other Contractual Services	
Project coordination	-	-	-	-	-	-	231,300	-	231,300
Assessment of available resources and information regarding the development and implementation of ecosystem for the protection and commercial use of non-agricultural GIs	-	-	-	-	-	10,000	-	-	10,000
Workshop with researchers and interested stakeholders to develop a methodology for studying the impact of non-agricultural GIs on local communities and preservation or revival of local arts and traditions	20,000	14,000	-	3,000	-	-	-	2,000	39,000
Case studies to document examples of how non-agricultural GIs have contributed to local community development and preservation or revival of local arts and traditions	-	-	-	-	6,000	54,000	-	-	60,000
Workshops with interested stakeholders in the public and private sectors to identify best practices, opportunities and challenges based on case studies for their own country or region	-	-	-	12,000	-	30,000	-	-	42,000
Global study	-	-	-	-	6,000	60,000	-	-	66,000
Conference to disseminate the knowledge gathered to a wider stakeholder group	20,000	35,000	-	5,000	-	-	-	6,000	66,000
Promotional material for non-agricultural GIs	-	-	-	-	10,000	4,000	-	20,000	34,000
Project evaluation	-	-	-	-	-	-	-	15,000	15,000
CDIP side event	-	-	-	12,000	-	-	-	-	12,000
<b>Total</b>	<b>40,000</b>	<b>49,000</b>	<b>-</b>	<b>32,000</b>	<b>22,000</b>	<b>158,000</b>	<b>231,300</b>	<b>43,000</b>	<b>575,300</b>

[Annex II follows]

## 6. REQUEST TO PARTICIPATE AS A PILOT/BENEFICIARY COUNTRY

TEMPLATE FOR THE SUBMISSION OF REQUESTS TO PARTICIPATE AS A PILOT / BENEFICIARY COUNTRY	
Selection criteria	Brief description
1. National Coordinator/ National Focal Point	The requesting country should propose a person, indicating the position and the organization, who would act as national coordinator for the duration of the project, acting as the country's institutional representative.
2. Potentially participating Institutions	<p>The requesting country should indicate the national body or institution in charge of:</p> <ul style="list-style-type: none"> <li>- Intellectual Property (IP) unit record data and in particular Geographical Indications (GI) related data (indicate all of them in case of more than one)</li> <li>- Economic statistical data: (indicate all of them in case of more than one) <ul style="list-style-type: none"> <li>o Industrial survey data</li> <li>o Innovation survey data</li> <li>o Employment survey data</li> <li>o Other relevant economic data</li> </ul> </li> </ul> <p>Please provide links to the institution's website and a name of the technical person, where possible.</p>
3. Potential national research institution partner(s)	Reference to at least one existing research unit, organization or group from the academic system that could benefit from the IP and in particular GI related study. The typical case would be an academic institution doing research in the field of economics of innovation or IP.
4. Sample data	A sample of the IP unit record data in the current format. Additional data samples for economic statistical data are encouraged.
5. Expression of interest	The requesting country should confirm that the IP and statistical bodies of the requesting country are interested in participating in the project.
6. Commitment	The requesting country should confirm its commitment to devoting the necessary resources and logistical support and resources for the effective implementation of the project and its sustainability.
7. Comments	The requesting country may provide any other information.

[End of Annexes and of document]