



Closing the Gender Gap in Intellectual Property – Women and the Sustainable Development Goals

Dina Wehbe, PhD
Intellectual Property Specialist/Trainer
Geneva, Switzerland
23 April 2024



IPotencia

IPotencia
IP for Women and Youth



My journey began with a passion to intellectual property that spans over two decades

2000



embarked on my journey with a master's degree in IP, followed by a PhD

2004-14



IP specialist at the ministry of Economy and Trade, and university lecturer at the faculty of Law at the Lebanese University

Since 2014



Independent IP consultant

Since 2021



work with WIPO, universities and research institutions in Geneva and recently with EU

2024



potencia
IP for Women and Youth

+

0

**My
experience
has been
very rich and
diverse**

- Specifically, and through my work **with WIPO, developed deep understanding of the economic impact and importance of IP**, mainly for entrepreneurs and small businesses
- Observation: **significant gap in awareness and understanding of IP rights among women entrepreneurs**. Many talented and innovative women lead businesses don't fully leverage the benefits of IP protection for their creative ideas and unique products

WIPO projects

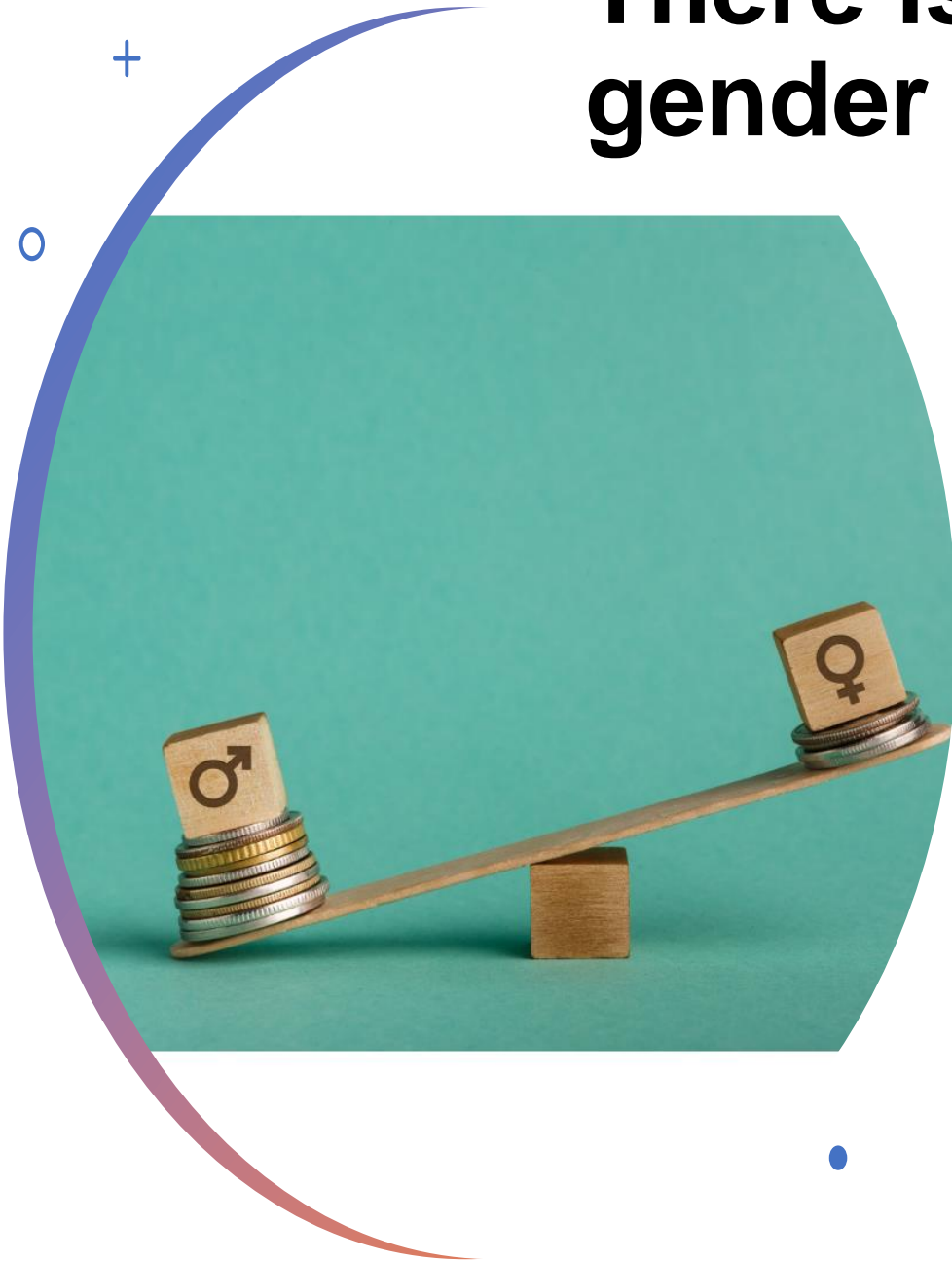


Egypt



Jordan

There is a significant gender gap in IP



- In most countries, women are not participating in the IP system at the same rate as men
- E.g. patent data: only 16% are filed by women (PCT) and 13.2% (EPO)

Education is a main challenge



- Women are less likely to be entrepreneurs (only 39% of women are confident in their capabilities to start a business, compared to 55% for men)
- Limited exposure during childhood to success stories about female inventors
- Lack of representativity in STEM (Science, Technology, Engineering, Mathematics) fields



Aggravated by other challenges in social, work and policy

- Gender bias and discrimination; unsupportive work environments
- Socio-cultural norms; family and household burdens
- Restricted access to public and private funds
- Lack of strong professional networks
- Lack of Awareness of the economic benefits of IP registration
- In some countries, poor policymaking tools in supporting women and young talent and entrepreneurs
- Financial and administrative barriers to IP registration



ipotencia

IP for Women and Youth



IPotencia initiative

- The Power of IP
- Raising awareness and capacity building
- Promoting inclusivity and diversity
- Protecting talents and hard work
- Encouraging creativity, innovation and entrepreneurship



IPotencia Program



IP training for women entrepreneurs and startups: *Your ideas, your power; Lead the way with IP Mastery!*



IP training for youth (including schools and universities): *Innovate Bright, Protect Right; Your creative future starts with IP Education!*



IP Strategies for businesses; Branding: *Elevate your business horizons; Flourish with our IP Strategy!*



Geographical Indications Consulting: *Preserving heritage, Supporting producers; Unveiling the power of GIs together!*

Beyond the training



- Entrepreneurial Knowledge
- Networking
- Exchanging business ideas
- Participants follow-up
- Celebrating success stories



Link to Sustainable Goals SDG 4 & 5

- SDG 4: Inclusive and equitable quality education and learning opportunities for all
- SDG 5: Gender equality and empowering women and young talent



IPotencia Outcomes, so far..

- Enhanced IP strategy development: some of the participants registered their trademarks, others developed a strategy for copyright and trade secret protection
- Improved IP and business protection: better positioned in the market
- Empowerment and Confidence: through peer support and inspiration
- Networking: increased collaboration, e.g. with a business school in Geneva and with women entrepreneurs
- Increased interest through building awareness in schools



Experiences



Experiences

Happy to take any questions?

Dina Wehbe, PhD

contact@ipotencia.ch
www.ipotencia.ch

Follow us



@dinawehbe_ipotencia

www.linkedin.com/in/dinawehbe