



Food and Agriculture
Organization of the
United Nations

oriGIn

Organization for an International
Geographical Indications Network

**FAO-oriGIn Series of Webinars on
“Contributing to SDGs through quality
linked to geographical origin”**

Indigenous peoples, local communities and traditional knowledge

In collaboration with

World Intellectual Property Organization (WIPO)

WEBINAR ORGANIZED ON 24 November 2020, 15:00 - 17:30 CET

Table of Contents

Background.....	3
Webinar objective and program	3
Main findings	4
Opening Mr. Yon Fernández-de-Larrinoa, Chief of the FAO Indigenous peoples Unit (FAO) and Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO)	5
GIs and indigenous peoples, key issues:	6
Using GI to protect promote and preserve TK and TCEs, Ms. Alexandra Grazioli, Director, Lisbon Registry, WIPO and Ms. Daphné Zografos Johnsson , Senior Legal Officer, Traditional Knowledge Division, WIPO	6
GI strategies for Indigenous Peoples, Ms. Gennifer Meldrum, Ms. Anne Brunel, Bioversity/FAO	Erreur ! Signet non défini.
Cases from over the world.....	11
Empowering tradition bearers with GI: Examples from India, Ms. Ananya Bhattacharya, Director, Banglanatak.com	11
PGI Argane from Morocco , Ms. Fatima Amehri, President of the Argane Oil Association AMIGHA	13
Handicrafts in Colombia, Mr. Alexander Parra Peña, Artesanías de Colombia, Subgerencia Desarrollo y Fortalecimiento del Sector Artesanal.....	15
Discussions - Two cases	16
Wrap up and conclusion	17
List of registered participants	20

Background

Starting in 2017, FAO and oriGIn embarked on a project to support Geographical Indications (GIs) to develop their own sustainability strategies, with the aim of understanding the sustainability dynamics at local level and at the same time taking into account markets and regulatory requirements. Experts were invited to discuss this topic and the way forward, which provided the ground for the Sustainability Strategy for GIs (SSGI), including a roadmap of 4 basic components: Prioritize, Assess, Improve and Communicate. A task force was then established to provide continuous feedback and recommendations for the implementation of SSGI and the tools developed in this framework. After the first tool being developed (a guide and toolkit for producers to identify sustainability topics in their system and to engage in improving them), FAO and oriGIn are now working on relevant indicators to help GI producers in the next SSGI phase related with assessment.

Quality products that are deeply rooted in a given geographical area play a key role in the economy. They can also contribute to social development and the preservation of local resources. Natural features – as well as tradition and culture, typical of certain geographical environments – have the potential to confer products some unique characteristics and reputation, which are valued on the market. Preserving such resources, traditions and quality through Geographical Indications (GIs) can create value (economic, social and environmental) for producers and consumers.

Keeping in mind that the United Nations Sustainable Development Goals (SDGs) are the point of reference for any strategy towards a more sustainable future, FAO and oriGIn held a series of webinars (October-November 2020) to address how quality linked to geographical origin can contribute to achieve sustainability objectives.

More information about the series of webinars background and objectives @ https://www.origin-gi.com/images/stories/PDFs/English/Event/2020_originfao_forum/Sustainability_Forum_Rev_15_October2020.pdf

[Find out here the series of webinars full calendar and individual programs.](#)

Objective and agenda

Products identified by a geographical indication (GI) are often the result of traditional processes and knowledge carried forward by indigenous peoples and local communities in a particular region, from generation to generation. Geographical indications provide protection that is potentially unlimited in time, they work as collective rights accessible for smallholders, and the product-quality-place link underlying the protection of a GI prohibits the transfer of the indication to producers outside the demarcated region. From this point of view, GI seem adequate for local communities to preserve and promote their origin-linked products and the related traditional knowledge (TK) and traditional cultural expressions (TCEs).

This webinar aimed at analyzing the meaning of sustainability in the context of local communities, TK and TCEs, to discuss the advantages and challenges, which artisans and producers may face when considering to obtain protection of a GI for TK or TCEs-based products.

Agenda:

15:00	Opening: M. Yon Fernández-de-Larrinoa, Chief of the FAO Indigenous peoples Unit, FAO, and Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO)
15:10	GIs and indigenous peoples, key issues: -Using GIs to protect promote and preserve TK and TCEs, Ms. Alexandra Grazioli, Director, Lisbon Registry, WIPO, and Ms. Daphné Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, WIPO -GI strategies for Indigenous Peoples, Ms. Gennifer Meldrum, Ms. Anne Brunel, Bioversity/FAO
15:30	Cases from over the world: -Empowering tradition bearers with GI: Examples from India, Ms. Ananya Bhattacharya, Director, Banglanatak dot com -PGI Argane from Morocco, Ms. Fatima Amehri, President of the Argane Oil Association AMIGHA -Handicrafts in Colombia, Mr. Alexander Parra Peña, Artesanía de Colombia, Subgerencia Desarrollo y Fortalecimiento del Sector Artesanal
16:00	Discussions
17:00	Wrap up Massimo Vittori, oriGIn Emilie Vandecandelaere, FAO Conclusion: Mr. Yon Fernández-de-Larrinoa, Chief of the FAO Indigenous peoples Unit
17:30	End of the webinar

Main findings

The presentations were very informative and illustrative of key benefits and challenges from GI processes to contribute to the protection of TK and TCEs. Preserving an promoting specific indigenous values and attributes ground in the product through GI processes and labelling represent interesting and fair market opportunities for Indigenous communities, and the cases presented as well as the testimonials provide interesting examples of solutions as well as perspectives. The cases also highlight

the diversity of products, including in the handicraft sectors that present great potentialities and share similar issues than for food products. Two important assets related to GIs and indigenous community emerge strongly from the discussions : the concepts of indigeneity that provide important values and specificity to be preserved thanks to the specifications, and the local governance, that put emphasis on the importance of inclusiveness and the role of local community in leading the GI processes.

The topic has raised important expectations for further work and collaborations in this area among the participants and organizers/partners.

Opening Mr. Yon Fernández-de-Larrinoa, Chief of the FAO Indigenous peoples Unit (FAO) and Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO)

Yon Fernandez-de-Larrinoa (FAO)

Indigenous peoples and traditional knowledge are particularly important topics, and to jointly organise this webinar with the World Intellectual Property Organisation is particularly interesting. FAO has been collaborating with WIPO for many years on building capacity and providing technical assistance in countries on GIs, especially in Africa. It is now a pleasure to be able to initiate collaborations in the development of knowledge on the topic of sustainability and contributions to the SDGs.

It feels mandatory to eradicate food insecurity in the world. Indigenous peoples represent 6.2% of the global population and represent 19% of the world poorest population. However, they also represent a wealth to contribute to sustainable food systems and healthy diets and they are guardians of 80% of the world's remaining biodiversity, guardians of sustainable traditional food systems and of important cultural and spiritual values to take care of our planet (i.e. FAO publication on [Indigenous Peoples Food system](#)), especially from cultural, diversity and environmental, nutritional and health perspective. This explains the special attention provided by FAO to indigenous peoples (i.e. recent launch of the [Global-Hub on Indigenous People's Food Systems](#) at the Technical Committee on Agriculture).

When talking about biodiversity, cultural values and traditions, GIs emerge naturally as a potential tool to benefit indigenous peoples. This is the objective of today's webinar: *"How can GIs contribute to preserve and promote indigenous peoples traditional knowledge?"*; not only linked to their food but also any product they can produce thanks to their specific environmental and traditional knowledge.

This topic also provides an additional interest from a legal point of view and on this point, we will see and discuss how GIs, which primarily protect a name linked to the origin, can contribute to preserve traditions.

Since 2007 the FAO implemented a specific approach to support member countries in developing GIs, stressing their potential for sustainable development and sustainable food systems. The development of a coherent GI sustainability strategy at local and global levels is a natural evolution of this vision to enhance the contribution of GIs to the 2030 agenda and the SDGs. Since 2017 FAO is working with oriGIn to support GI stakeholders and their associations interested in developing their own sustainability

strategies. A key step of this collaboration was the development and adoption by oriGIn members of the sustainability strategy for geographical indications in October 2017.

Thanks to this webinar, contributors, speakers and participants will bring their knowledge and experiences to develop together this particularly interesting topic and encourage a fruitful discussions. I hope we will develop further collaborations and synergies in this area.

Wend Wendland, WIPO

WIPO is delighted to be partnering in this event with the FAO and oriGIn. We have a very experienced and knowledgeable panel. This work is about tangible benefits, about economic development, empowering people and will contribute to several of the SDGs so you can count on WIPO's support and we look forward to continuing to partner both with oriGIn and the FAO.

GIs and indigenous peoples, key issues:

Using GI to protect promote and preserve TK and TCEs, Ms. Alexandra Grazioli, Director, Lisbon Registry, WIPO, and Ms. Daphné Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, WIPO

Ms. Daphné Zografos Johnsson, Senior legal officer, WIPO

Over the past years, we are hearing a lot more about GIs as they have been an interesting tool to protect TK and TCEs.

- **Traditional cultural expressions** can be described as the various forms in which traditional knowledge and diverse cultures of indigenous peoples and local communities are expressed. (i.e. songs, performances, handicrafts, art, designs, architectures, motives...). Some of these can result in handicrafts that would need to be promoted through the right tools, in the context of indigenous entrepreneurship for instance.
- **Traditional knowledge** results from intellectual activity that takes place in a traditional context (know-how skills, innovations, practises and learnings), but it is not limited to specific technical field, and peoples and local communities can perform traditional knowledge in relation to a number of different fields (knowledge about how to use specific genetic resources, resources management, traditional knowledge related to production techniques and protocols...). Here we can see a link up with geographical indications.

What is important to keep in mind, when using IP tools to promote and preserve traditional knowledge and traditional culture expressions, are the specific characteristics of these types of subject matter:

- TK and TCEs are handed down from generation to generation, so there is the element of time but that does not mean that they are stuck in the past (TK and TCEs are constantly evolving, developing and being recreated within communities) ;
- TK and TCEs reflect a community's cultural and social identity.

- There are communal elements to TK and TCEs and some types of IP tools that may be more appropriate than others to protect them. Cf. here again the possible link with GIs ;
- TK and TCEs are often made by authors unknown and are regarded as “belonging” to a community under customary laws.

Because of these specific characteristics, TK and TCEs cannot always be fully protected by the existing IP system due to inadequacies of the system. For example, in order to be protected by copyright, a work needs to have an identifiable author and be fixed in a material form. This is not always the case for TCEs.

In the context of indigenous entrepreneurship initiatives, WIPO provides assistance to indigenous peoples and local communities to make strategic and effective use of intellectual property tools in their businesses.

Different IP options are possible to help communities distinguish their goods in the marketplace. They include, for example, trademarks, collective or certification marks and geographical indications. For a community it will be important to make an informed and strategic decision about what are the better IP tools to help promote their products given their specific circumstances, as some of them may lend themselves particularly well because of the collective angle (i.e. collective and certification marks and GIs).

The WIPO Indigenous Entrepreneurship Program assists indigenous peoples and local communities to make strategic and effective use of IP tools in their businesses by training and mentoring programmes for indigenous entrepreneurs; and providing them with several information resources and some guidance. Such resources include the practical guide *Protect and Promote Your Culture – A Practical Guide to Intellectual Property for Indigenous Peoples and Local Communities*.

Another relevant program is the Advanced International Training Programme on Intellectual Property and Genetic Resources in Support of Innovation, which is conducted in partnership with the Swedish IP office. Its objective is to build capacity in IP in the field of genetic resources and TK in support of innovation and particularly to provide information and training on how IP can contribute to a number of areas, including public health, climate change innovations, support rural development and empower small businesses.

Ms. Alexandra Grazioli, Director of the Lisbon Registry, WIPO

What is interesting with GIs, compared to other IP rights, is that GIs are the only IP right incorporating in its definition the link between a product – or more precisely its quality, characteristic or reputation – and a very specific production area – including both natural and/or human factors (traditional know-how) – which gives the products its specific characteristics. The geographical name used to identify GI-products make them more distinguishable and contribute to their reputation on the markets. In this sense, GIs are a very interesting marketing tool for local communities, as they are a collective right that can be used by those communities to promote their traditional knowledge which is in a way incorporated in the GI-product. In fact, in the product specifications which is often a document requested in the application to obtain GI protection, it appears that the characteristic and specificity of the product are often related to a traditional know-how of the local producers. This means that GIs can be used as a tool to valorise and preserve traditional knowledge. Likewise, GI can also valorise very

specific genetic resources, which is also a way to promote and preserve biodiversity. GIs have economic and social benefits and can contribute to sustainability strategies.

From a legal point of view

It is important to mention that when local communities are interested in obtaining protection for their GI in a specific country, they need to be informed about the national GI protection system. Nowadays, most countries have established a specific legal system to recognise and protect GIs (*sui generis*), while others use the trademark system, in particular collective and certification marks.

WIPO is administering international registrations systems that cover both legal traditions: the Lisbon System for appellations of origin and GIs and the Madrid System for trademarks. The WIPO international registrations systems are particularly interesting as they allow GI producers from countries members of those systems to obtain protection in various countries through a single registration at WIPO.

Over the past years, WIPO has launched some projects– for some of them in collaboration with FAO - to assist local communities interested in protecting their GIs and helps them to bring their products on the markets; successful commercialization of the GI-product is a strong component of those projects.

[Click here for the full presentation.](#)

GI strategies for Indigenous Peoples, Ms. Gennifer Meldrum, Ms. Anne Brunel, Bioversity International/FAO

Issues

Indigenous peoples are disproportionately represented among the extreme poor and there is evidence that market integration affects indigenous peoples' food systems negatively, as:

- The food systems of indigenous peoples are much more based on meeting local needs from food generation, rather than on food production within a commercial food system. Their food systems are usually based on hunting, gathering fishing activities, and other biodiverse practices that follow the seasonality of the ecosystem, usually with low inputs (energy, nutrients, etc.) from outside of their territories;
- Indigenous peoples' values may conflict with the values carried by the market economy: they are embodied in TK, culture, spirituality, cosmogony, and the foods carry many dimensions: nutritional, medical, social, and emotional. They have a different perspective on the food chain that is biocentric as opposed to anthropocentric.

The opportunities

There is an increasing demand worldwide for more nutritious and quality food, which is produced in line with values of respect for the environment and people's livelihoods and well-being. In 2017, FAO and Bioversity International signed an agreement to realize a study on a labelling and certification schemes for indigenous peoples' foods. This study follows a recommendation that indigenous peoples representatives made to FAO in 2015.

Objective: to explore the role of labelling and certification in creating favourable economic conditions for exchange of biocultural products in respect of indigenous values, cultures and identity.

2 main questions:

- How to facilitate indigenous peoples' access to the market and how to ensure that indigenous peoples create added value out of it, without losing the cultural and environmental dimension of the system?
- What are the values indigenous peoples want to share and how are they protected?

Some insights from the review carried out.

The research involved a desk study that was initiated in 2018 with guidance from a technical committee from FAO and Bioversity international.

- The first step in the study involved a review of existing marketing initiatives that were directed by and involving indigenous peoples. The initial survey identified 64 potential cases from which we selected 12 to look at in closer detail.
- The cases were developed from literature review and interviews with stakeholders and there was an analysis of the benefits derived in terms of income generation, cultural, cosmogonic, environmental and social aspects, also aiming at identifying disabling and enabling factors for the protection and promotion of indigenous values in the exchange of biocultural products.

Some insights that came from across the review

Based on the selection criteria for this study all the schemes reviewed were upholding some cultural practises, norms, or values of indigenous peoples. Most of the cases involved marketing traditional foods that had strong roles in indigenous culinary practises and cosmogony.

- In several cases the use of these foods and their associated practises were declining, and these foods were given a renewed importance through the marketing scheme;
- The preservation and exchange of traditional knowledge was notable in several of the schemes and especially through the process of developing this standard;
- The use of local language for documenting the standards supported the preservation and sharing of TK. This practice also served as a form of protection for the IP as the information was not so accessible to outsiders;
- The cases of GIs that were reviewed revealed this tool can support the differentiation of quality products from indigenous territories.

In the case of T'nalak Tau Sebu, TTS: the collective trademark that was awarded to the group of women weavers prevented other producers from selling similar or imitation cloth under the same name (i.e. traceability of the products).

- Evidence of how much income was generated in these cases was not always available, in some cases the information is not yet available because they are quite new initiatives. In others cases the fact that GIs have operated for a considerable amount of time, which is suggestive of a certain economic viability.

- All the cases reviewed had objectives going beyond profit such as to promote indigenous foods in the local area and the community food system. These social and community benefits of the initiative carried an important weight in terms of the merits of the initiative; but having enough income to keep things running is important. In some cases, the result of the process was unsuccessful and did not continue in the long run mainly because of a lack of market linkage and sufficient income being generated.

The key lesson that we can emphasise from the review is the importance of indigenous leadership for the success of these marketing schemes that aims to encourage continuity of indigenous values. Involvement of indigenous producers into finding the standards and marketing strategy themselves:

- allows for greater balance of power along the whole value chain;
- provides a better scope for communities to negotiate sufficient benefits from their production;
- enables the identification of products, the developing of the marketing narrative and the commercialization strategy in alignment with the unique indigenous values of the community;
- also helps to avoid potential violations of indigenous values and social conflict.

While an indigenous led initiative process is vital to success, we also saw that the participation of other stakeholders is helpful to address the complexity of technical and legal requirements and to facilitate market linkage. Stakeholders such as NGOs and research organisations can play important roles in providing technical support, capacity building of indigenous peoples' institutions to lead and carry forward the initiatives independently, and to raise awareness among indigenous communities and consumers about the unique values of the products and how the market activities can harmonise with environmental and social sustainability.

The role of governments is important in fostering an enabling environment. The economic struggle of indigenous peoples is not independent from trade and agricultural development policy (i.e. several initiatives were clearly positioned as a resistance to the neoliberal free trade policies that are threatening and undermining indigenous economies). Most clearly the recognition of indigenous peoples' rights to their territories and their inclusion in decision-making regarding territorial and economic development was a foundation for successful initiatives.

The upcoming publication by FAO and Bioversity International entitled "Labelling and certification schemes for indigenous peoples' foods: Protecting and promoting indigenous peoples' values" aims to contribute to discussion, exchange and awareness raising to enable indigenous peoples to be innovators of sustainable markets in favour of their wellbeing, biodiversity and nutritional security.

[Click here for the full presentation.](#)

Cases from over the world

Empowering tradition bearers with GI: Examples from India, Ms. Ananya Bhattacharya, Director, Banglanatak.com

Art for Life initiative of banglanatak dot com brings together the village, the artists, and their art. The objective is to strengthen the skill transmission, foster direct market linkage, empower the artists with the skills for innovation, and to work at the community level and develop the villages as hubs for cultural tourism as well as heritage education.

Art for Life work has been developed in three states of India, West Bengal, Bihar and Rajasthan. It has led to revival and revitalization of more than 30 traditional cultural expressions which includes both crafts and performing traditions and benefited more than 20,000 artists.

The premise of GI and philosophy of our work Art for life is kind of connected because GI also connects the tradition bearers and the territories. In 2017 we started working with the state government in West Bengal and the communities for registration of Geographical Indications.

Inclusivity is key point in these processes because to build the system of a GI, collective ownership is fundamental, and the community need to have control. We worked with five craft traditions and artist clusters or collectives which have been formed applied for the GI. These five altogether cover around 6,000 artists of which 60% are women.

The following are examples from two interesting traditions which have a strong performing element:

- **Chau dance:** It is inscribed in the UNESCO representative list of Heritage of Humanity. This dance is specific to the indigenous people in eastern India and one variation of it is Purulia Chau where the dancers wear huge ornate Chau Masks which got registered with GI. Chau Mask of Purulia was registered in 2018, covering products in class 27 (handicrafts – masks). **Patachitra:** Artists paint stories from mythology, from epics in long scrolls and they sing them. The biggest cluster of these artists live in a village Naya where there are 82 families actively pursuing Patachitra as their livelihood. Today this tradition is thriving and it contributed to women empowerment. Patachitra is a storytelling tradition in different parts of Bengal and the tradition bearers are part of different ethnic and religious communities and the GI specification was able to cover all the variations and the distinctions in the different areas and communities. In 2018 the community organization Chitrataru registered a geographical indication for 'Bengal Patachitra' as a handicraft in classes 16 (painting) and 24 (textiles).

GIs & Environment

GIs also consider and contribute to environmental sustainability. As an example, Patachitra is using natural colours made from stones, fruits and flowers. The specification details the whole process of production of natural colour which value the TK of the communities as each community has its own process of colour making which is very much linked to the geography. The Santhal Patuas in the plateau region make colour from stones and minerals while other Patuas living in plains use mainly fruits, leaves, flowers etc.

Distinctions are made between the art from these areas in the GI specification. The specifications in this way recognizes community knowledge on natural colours.

Use of GI for Promotion and Branding

The British Academy supported HIPAMS (www.hipamsindia.org) project by [banglanatak dot com](http://banglanatak.com) and Coventry University co-created strategies for marketing and promotion of traditional products and explored use of GI. India has really been focused on GIs, especially because its craft sector faces very unfortunate competition from fake products from the inside and the outside the country. The other challenge which the tradition bearers face is that there are artists who might be using their motifs, their traditional styles and calling it by the same name and they might be having access to markets which are not accessible for rural indigenous artists. GIs play here a very important role for protection and promotion. Government of India logo for GIs, and clusters logos are used to highlight authenticity of origin. The logo of the GI for Patachitra depicts two fishes - a popular story sung by the Patuas is 'fish marriage' where big fish eats small fishes.

Today artists are using GIs logos to promote their art and to label the connection they have with the community and their locality. GI is being used for branding along with innovative approaches of packaging and using technology to share the associated performance. (e.g.. QR code on the label or packaging takes one to website sharing recorded video). It may be noted that while GI specifications state technical aspects materials and production process the associated performances as in case of Patachitra (songs telling the stories) and Chau mask (the stories behind characterisations) are difficult to include.

GIs may also contribute to the development of tourism. Ecomuseums or folk-art centres built in the artist villages share information on GI registration. Campaigns promoting artist villages as destinations also highlight GI tags. Emphasis is placed on positive marketing of the products to develop a strong association between the GI, the local artist community and the heritage associated with it.

Challenges

The description of the goods focuses on the most traditional forms of the painted scrolls using natural paints with accompanying songs. The specification does not cover other products such as painted kettles, murals or T-shirts, which are mentioned elsewhere in the application.

Work of [banglanatak dot com](http://banglanatak.com) has also led to the organisation of village festival in around 20 villages in the last 10 years. But while the village festivals became popular, artists' works were not fairly recognised. When people share photos and videos, they hardly attribute it to the artists whose are seldom acknowledged. The use creative common licence (CC-BY-NC) was promoted to empower the artists' works.

Another challenge in protection of IP for traditional cultural expressions is the fact that copyright does not work here unless it is an exact replica and that the access to the legal system might be difficult. The approach that was chosen to address these challenges used a human rights-based approach highlighting the rights to inclusion and respect. We worked with the communities to define Art codes which are codes of ethics and also the rules or codes of conduct that could be applied. The objective was to raise awareness about the heritage and community artist rights.

One key point is the need to raise awareness in every event. In that way, in every festival there was concerted effort to create awareness among people so that they start giving recognition to artist, and this is slowly strengthening the process.

Conclusion

This is a very recent journey but still it is definitely creating an impact. The process for user registration at individual level is now underway. The use of interesting tools as storytelling through the packaging for example, the use of the GI logo helps to refer to communities traditional cultural expressions are very useful. As shared above, technology, logos, promotional strategies, Art Codes can be useful for developing brand for traditional crafts. To summarise the main tool is the community participation: involving the collectives, understanding their aspirations and perspectives, especially building consumer awareness contributes to the whole process success.

PGI Argane from Morocco, Ms. Fatima Amehri, President of the Argane Oil Association AMIGHA

The territory where argan trees grow is located in the South West of Morocco. Thanks to the recognition the PGI *Argane* for the oil of the fruits of argan trees, the oil went from a simple product to a valorised product which contributes to empower the women of the region, as they are the only people that have the know-how related to the production of the *Argane* oil.

Why Argane PGI?

The PGI *Argane*, fruit of ancestral knowledge, is one of the greatest richness of the territory "Souss Massa Draa". The argan tree, a very generous endemic tree is adapted to semi-arid climate (6mm rains/year) of the region that regroups 800,000 ha of argan forests. Local communities get incomes from this activity which is vital for rural development. The production represents 30,000 tonnes per year and there has been a turnover in exports from 40 to 50 million. There is thus a strong political will to preserve, enhance and promote the sector and to protect this product.

The PGI *Argane* had integrated sustainable development from different perspective:

- **Social dimension**

- The GI preserves the cultural heritage and the transmission of TK through the different generations of women of the area. It participates to the emancipation of rural women through their role within the value-chain of Argane and strengthen their position within the community. Argane in Morocco is a symbol of rural women's emancipation. Before the GI there were no women cooperative in Morocco but Argane cooperatives have started with the GI and now more women cooperatives have been created.

- **Environmental dimension**

- Respect of the biological cycle of the trees ;
- Contribute to the fight against desertification ;

- Support the continuation of biodiversity in keeping with the objectives of the Arganeraie Biosphere Reserve (RBA) recognized in 1998 by UNESCO.
- **Economic dimension**
 - The GI contributes to the organisation of sustainable companies and cooperatives that can provide a fair income to women and to fix the added value of the product in the country.

AMIGHA ensured the GI implementation and management according to the 26/06 law adopted by the Ministry of Agriculture in June 2008 on Distinguishing Signs of Origin and Standards.

Objectives

- Assigning the name *ARGANE* only to products derived from the geographical area and respecting the specification of the PGI *Argane* ;
- Protect the name reputation and safeguard it; fight against any usurpation of the name ;
- Strengthen the position of *Argane* oil into global markets ;
- Provide essential social guarantee of quality, origin, traceability, and fairness.

It has been a success in Morocco and now no one can use this name if it is not complying with the GI specification (i.e. know-how).

Main activities

- Provide educational materials for the benefit of women's cooperatives (90% of women illiterate) → Update of the quality standards, with more focus on pictures to show women how respect the standards (instead of reading it) ;
- Literacy program by ANCA (member of AMIGHA), to teach women how to run their businesses;
- Environmental initiative: 500 hundred trees for each cooperative to be planted in the surrounding area;
- Social initiative: from 2010 until now: ANCA's support to the supply chain (raw material) as credits without interests for women cooperatives;
- Medical insurance: signature of the Convention with the General mutual for the benefit of women cooperatives in Rabat with ANCA. Succeed to have a very interesting contribution for women to benefit from this insurance.
- Promotion of GI *Argane* through participation in national and international exhibitions: SIAM, SIFEL, Bordeaux, Berlin, Paris, Switzerland ;
- Editing of collective promotional material of PGI *Argane* ;
- Participation in international events (i.e. 7th General Assembly of oriGI, INTA Conference on Geographic Name in 2015, conference of the revision of the WIPO Lisbon Agreement on the Protection of Appellations of Origin in Geneva, seminar on GIs in Laos in November 2017...)

Conclusion

- The PGI is the result of a participatory and collective process and especially women cooperatives in which women are mainly involved ;

- PGI contributes to sustainable development of the region ;
- PGI *Argane* is an inspiration to other GIs even in Morocco.

[Click here for the full presentation.](#)

Handicrafts in Colombia, Mr. Alexander Parra Peña, Artesanías de Colombia, Subgerencia Desarrollo y Fortalecimiento del Sector Artesanal

Artesanías de Colombia was created by the Government in 1964 and it belongs to the Trade, Industry and Tourism Ministry. Its main objective is to promote productive, innovative, and sustainable development programs at local, regional and national levels, while preserving and rescuing their cultural heritage.

Artesanías de Colombia do not only work with indigenous communities but also includes representatives of Afro-descendants, Gypsies and Raizales (Caribbean islands) and gives special attention to vulnerable and victim population (IPV) (i.e. National Jewels and fashion programme). Some work is also done together with the Ministry of Culture in order to safeguard the intangible cultural heritage (currently list of 21 manifestations).

The Intellectual Property programme's principal objective is to provide technical assistance to Colombia artisan sector to protect handicrafts through the implementation of the use of collective marks, certification marks, appellations of origin. At the same time, Artesanías de Colombia aims, through marketing strategies, to position the country emblematic handicrafts in the domestic and international markets. It also allowed artisans to acquire knowledge about intellectual property rights and the potential applied to their handicraft. The programme has supported the registration of 62 collective trademarks and more than 2500 trademarks with a special preferential rate applied through an agreement passed with the Colombian IP office. Colombia has currently 12 appellations of origin recognized for handicrafts (i.e. Zenú's weaving, Sandoná's Hat, Suaza's hat, Mopa Mopa Barniz de Pasto, Wayuú's weaving...)

IP programme adaptation to Covid 19

Due to the Covid-19 pandemic situation, it has been decided to adapt the programme services for virtual care, to give virtual individual cell phone accompaniment to artisans interested in the IP procedures, to include special training sessions on consumer protection with emphasis in virtual events for handicrafts the regional and national level and to support the payment of TM registration fees through the territorial entities.

The IP system and legal tools helped artisans to be protected against counterfeiting, unauthorized use of their protected motives or designs... (i.e. Nina Sol Copyright legal case, Vueltiao Hat'case, Fenarwayuu, Mochilas Arhuacas" - collective brand (nominative) registration procedure of 90 designs as Figurative Trademarks).

Progress, challenges, and opportunities

The programme helped artisans' communities in the Use, Promotion and Law protection. The work to strengthen associativity continues as the work with international cooperation to take care and calibrate what is important for artisans. Artisans continue to use the "DO-Seal" and collective marks in academic and commercial events. The programme also provides for handicraft traders in negotiations with Indigenous artisan communities to avoid unauthorized uses and cultural appropriations of TK. One of the current projects in the development of tourism through the Tourist map "Colombia artesanal" app.

At the same time work continues to be done regarding the use of watermarks in the photo of the artisans in social network, the recommendation: offer of new artisan products with copyright clause, the use of internet domains, the economic impact study of Colombia artisans DO and marks and the branding, marketing territorial and promotion development.

[Click here for the full presentation.](#)

Discussions - Two cases

Fanta Sow APPIGMAC – *Madd de Casamance*

The producer association for the future GI *Madd de Casamance* was established in November 2019 with the aim of better protecting and promoting the product and the people involved in the value-chain (from the people who harvest the wild fruit in the forest until the people who transform it in juice or preserve). Progress have been made in that respect, and continue to be made step by step, in particular to develop the knowledge of this product in the region, how to preserve the resources and how to valorize it thanks to GI protection.

- The objective is to be better organize the value-chain through the GI to have better quality products that will be more valued on the market;
- Advantages of the GI protection:
 - o protects the name of the product ;
 - o provide recognition of the product in the country ;
 - o valorize the product; high appreciated by the local and international people (diaspora);
 - o made it possible to ensure an increase of the income (especially women) ;
 - o preserve the resource of the product because of the virtuous cycle it has generated.
- Advantages of the chosen organizational process: today only the processors are well organized, while collectors and the workers who pick the product mostly work on their own. The idea with the GI association is to organize those people in little groups, similarly to what the processors have done, and raise awareness about the GI quality scheme and its benefits in the Casamance region.
- Today the GI-association is suffering from funding problems (FAO and WIPO are assisting the association to obtain the protection of the GI and to organize its members), however investment in some basic infrastructures are needed to secure the sustainability of the association and the value-chain. To be able to establish some packaging center could be a way

to address these challenges by offering certified quality, improve marketing strategies, highlight the product quality by unique packaging and increase jobs opportunities.

Eudoxio Antonio Batista Junior (Brazil)

October 2020, the denomination of origin was recognized for two indigenous products: Warana seeds and warana bread and it was a big step in the maintaining of the cultural tradition and the traditional knowledge of the indigenous communities. Warana is cultivated in many places in Brazil and the GI recognitions for indigenous products are promoting traditional knowledge of these people, their region and their culture.

Wrap up and conclusion

Concluding remarks from the moderator Ms. Latha Nair, K&S and partners

GIs have come really far, and their power is getting unleashed like it never been before. Today's panels were extremely engaging, while GIs can no doubt maximise sustainability by acting as a tool for protection of traditional knowledge and traditional cultural expressions. The groundwork towards protection of these names and the postproduction steps are very important, we saw this from the global examples. We also understand the importance of inclusive, participatory and collaborative approach for GIs protection. It is also important to understand the need to be respectful to such communities and indigenous peoples rather than patronising them while engaging in the protection of these names with them.

There is finally a need to globally popularise and exemplify instances of successful implementation of GIs so that these serve as role models for similarly placed communities and indigenous peoples around the world.

Emilie Vandecandelaere, FAO

The FAO and WIPO were delighted to propose this topic for this series of webinars organized in collaboration with oriGIn because as it was mentioned indigenous peoples represent a true richness because of their values and their connection to the planet and to the health. Thanks to their link to their territory, they are also important guardians for natural, cultural and even spiritual resources and they can contribute strongly to sustainable development goals.

It was also an important opportunity for us to explore a bit more the topic of GI for handicrafts and it is interesting to see how the GI concept can also be very valuable for traditional knowledge applied to handicrafts and traditional cultural expressions.

The concepts of indigeneity and the importance of inclusiveness and of the role of local community were discussed today. These are really two important aspects on which FAO is really putting lots of emphasis in there and knowledge product or technical assistance because we do think this are key elements for sustainability.

In fact, indigeneity is at the heart of the creation of the code of practice: working locally within the community, and helping them to define on their own the specifications (about the value, the specificity, the uniqueness and therefore the indigeneity of the product) and agreeing about it among the community is really a way for indigenous communities to protect their resources, to differentiate their products based on their additional value on markets and to improve their recognition on national and international levels.

Inclusiveness is also very important especially regarding the challenges faced today in many rural communities in terms of resources and lack of capacity or information about the GIs as a tool to promote their product. Finally, the importance to have experts but also grassroots organisations was also underlined in many cases, as that can really make the link to help the local community to develop their strategy.

Massimo Vittori, Managing Director of oriGIn

Today is being the 6th webinar of the series on GIs and sustainability. We have tackled a very important topic on indigenous communities and traditional knowledge of indigenous peoples. For several years, we have touched, upon other issues, sustainable development for developing countries and conservation of resources. The interest generated around GIs is constantly increasing and partnerships are flourishing around this very important theme. Back when oriGIn was created, GI was considered a niche topic, very limited to a few European countries and oriGIn was created to demonstrate that on the contrary GIs are truly international, as it was demonstrated by today's webinar.

We all know sustainability is the topic of the future, so we really are happy to continue the partnership with the FAO or with WIPO and all the other partners that have joined our series of webinars.

Mr. Yon Fernández-de-Larrinoa, Chief of the FAO Indigenous peoples Unit

This webinar was very important for different reasons regarding the issue of GIs and indigenous communities.

The first reason can be, at the international level, the upcoming Human Food System Summit, considering that the last summit of these characteristics took place in Rome in 1996. There is an overall understanding that we need to incorporate sustainability in the food chain and the only way to do that is by adding and aggregating value and by ensuring a closer connexion chain between rural areas, indigenous peoples, local communities, and urban demand.

Many things have changed over the years for denominations of origin and geographical indications. Internet has changed up greatly and a lot of the quality control, the feedback, the monitoring and evaluation is done in a participatory way through a large community of consumers, for instance against imitation, fraud.

There is a tremendous opportunity for indigenous peoples to add value to their knowledge in different sectors (handicrafts and edibles) that are based in the TK, the cosmogony and spirituality and the culture and territorial management of indigenous peoples. Many years ago, the costs of engaging in the adding value to a product whether through a denomination of origin or geographical indication or labelling

were staggering, and most organisations could not afford it. Today, the challenges linked to organising, harvesting, producing, and commercialising these products are still there but are easier to address in many ways, (i.e. technology).

Indigenous populations represent a tremendous wealth of cultural knowledge, traditions, spirituality that today is not accessing the market and unless we find ways to add value for indigenous peoples to sell their products it is going to be very difficult to match that equation of adding sustainability to the food systems. There are different possibilities to help them to access the markets and one of them could be some of the participatory arrangement. The potential of indigenous foods is huge (i.e. “super foods” are mostly indigenous foods or neglected crops).

Today one way to expand and make sustainable food systems is to increase the number of indigenous products commercialized in a way that the rights and the knowledge of indigenous peoples is respected. Multinationals are more and more being interested in indigenous peoples’ products and to incorporate them into mainstream products. However, putting indigenous peoples in the driving seat of the future that they want is fundamental, as the importance of always respecting their free consent but allowing them of course to participate in the market if they wished to do so.

List of registered participants

241 participants registered for the online event.

Country	Name	Family name	Organization
Belgium	Nathalie	Nathon	EU Commission
Algeria	Belmehti	Abdelhafid	Ministry of Agriculture
Australia	Marilyn	Truscott	ICOMOS International Committee on Intangible Cultural Heritage
Australia	Louise	Buckingham	Lawyer
Barbados	Anne	Desrochers	FAO-Sub-Regional Office for the Caribbean - SLC
Barbados	Wendy	Hollingsworth	Policy Networks International
Barbados	Julie	Mapp	Consultant (Services and Intellectual Property)
Belgium	Amine	Khaldoun	Représentation régionale des Pays de la Loire
Belgium	Milena	Fontana	Beacom Communication
Belgium	Alexandra	Mayr	European Union Intellectual Property Office
Belize	Nigel	Encalada	National Institute of Culture and History
Botswana	Precious	Nonofo Kgosimore	Kwame Nkrumah University of Science and Technology
Brasil	Marcello	Broggio	FAO
Brasil	Débora Gomide	Santiago	Ministério da Agricultura, Pecuária e Abastecimento
Brazil	THOMAZ	FRONZAGLIA	Brazilian Agricultural Research Corporation (Embrapa)
Brazil	Antonio Batista Junior	Eudoxio	Ministry of Agriculture
Cameroon	Gustave Théodore	NKOO MONEFONG	Judiciary Expert on Intellectual Property at Appeal Court of Yaoundé central région
Cameroun	Esther	Ngah	Université de Ngaoundéré, Ngaoundéré - Cameroun
Cameroun	Monique	Bagal	GI Consultant
Cameroun	Josiane	LELEE TAGNE	OAPI
Canada	Jaime	Morse	National Gallery of Canada (Museums)
Canada	Katarina	Savic	Canadian council for aboriginal business
Canada	Sonia	Boscov	Canadian council for aboriginal business
Canada	Kaira	Jakobsh	Canadian council for aboriginal business
Canada	Chantel	LaRiviere	Indigenous Affairs and Cultural Heritage Directorate
Canada	Suzanne Cazels		
Canada	Ann	Grant	Company, Zen Creatif
Central African Republic	Alfred	Bangue	Projet TRI/RFP FAO Centrafrique
Colombia	Luis Fernando	Samper	4.0 Brands
Colombia	Daniela	Serra	Master Food Identity

Colombia	Alexander	Parra	Artesanias de Colombia
Costa Rica	María Patricia	Sánchez Trejos	CeNAT/CONARE. Área de Gestión Ambiental
Côte d'Ivoire	Moussa	DJAGOUDI	FAO
Dominica	Ryan	Anselm	FAO National Correspondent
Egypt	Noha	Naguib	egyptian patent office
Finland	Hannu	Halmetoja	BERGGREN legal
France	Maite	Puig de Morales	IAMM
France	Brigitte	Bonet	Qualité et Territoires - AANA
France	Diana	Ugalde Jalenques	Research Unit GRAPPE ESA INRA
France	Sonia	DARRACQ	Embassy of France - Nigeria
France	Dorothee	BOYER-PAILLARD	Lawyer - Experte auprès de l'Organisation Internationale de la Vigne et du Vin
France	Delphine	Marie-Vivien	CIRAD
France	Fleur	Leparquier	Consultant
France	Nao	HAYASHI	UNESCO
France	Charles	Perraud	Sel de Guerande
France	Catherine	Teyssier	Consultant FAO
France	Sibylle	Slattery	FAO
France	Selena	Travaglio	Community Plant Variety Office
France	Meenakshi	Prasad	Community Plant Variety Office
France	Laurence	Boutinot	CIRAD
France	Laurent	ROY	Consultant
France	Solène	Blanc	oriGIn
France	Claude	Vermot-Desroches	oriGIn-oriGIn France
France	Philippe	Mongondry	MSc Food Identity - ESA
France	Akane	Nakamura	UNESCO - Asia and Pacific Unit
France	ORHANT	Léna	Student MSc Food Identity and ingénieure agronome Ecole Supérieure d'Agricultures (ESA)
France	Meenakshi	Piplani	Erasmus Mundus Sustainable Tropical Forestry (SuTroFor) masters at AgroParisTech
France	Simoun	Bayudan	Master Food Identity
France	Léna	Orhant	ESA Master Food Identity
France	Yazú	Romero	Master food identity
France	Chinaza	Arinzechukwu	Master food identity
France	Justine	GIROUD-ARGOUD	Syndicat de la fourme de Montbrison AOP
France	Thais	Goes	Master food identity
France	Diego	Rinallo	Kedge Business School
France	Sylvaine	LEMEILLEUR	CIRAD
France	Cyril	Costes	Lawyer
France	Leandro	Varison	Quei Branly
France	Lea	PITZINI	Slow Food
France	Benedicte	ALSAC	AGENCE FRANÇAISE DE DÉVELOPPEMENT

France	Clarisse	FRISSARD	AGENCE FRANÇAISE DE DÉVELOPPEMENT
France	Alice	Manero	BNIC
Georgia	Ia	Ebralidze	Elkana
Georgia	Mariam	Jorjadze	ELKANA
Germany	Karola	Schober	Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten
Germany	Hannah	Lindermayer	Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten
Germany	Maryam	Saeedi	Eurofins Global Control
Greece	Dimitra	Gaki	Université de Thessalie
Greece	Theodosia	Anthopoulou	Panteion University of Social and Political Sciences
Greece	Hristos	Vakoufaris	Ministry of Rural Development and Food
Greece	Lamprini	Diamanti	Region of Thessaly
Greece	Ρήγας	Τσιακίρης	Forester, PhD, MSc Ecology
Grenada	Trishia	Marrast	Ministry of Agriculture
Grenada	Rena	Noel	Ministry of Agriculture
Guinea	Cécé	Kpohmou	BSD/MIPME
Hungary	Peter	Munkacsi	Intellectual Property Office
India	Anson	Jose	Inter University Centre for IPR Studies, Cochin University of Science and Technology
India	Sandeep	Kumar Patel	Ministry of textile
India	Mrinalini	Atrey	Consultant
India	Priyanka	Singh	Conservation Architect
India	Latha	Nair	K&S Partners
India	Ananya	Bhattacharya	Banglanatak dot com
India	Pankaj	Barman	MIET ,Meerut, UP
India	Niloy	Basu	banglanatak dot com
India	Aman	Sagar	RSR Legal, Advocates
India	Anita	Sabat	Odita Trust
Indonesia	MIRANDA	RISANG AYU PALAR	Universitas Padjadjaran
Indonesia	Bigi	Ramadha	IP expert
Indonesia	Rasdi	Wangsa	Traditional Wisdom Network
Iran	Mona	Kanan	Consultant IPI Project Iran
Iran	Tahereh	Rezaei	Cultural Heritage, Handicrafts and Tourism Organization
Iran	Saeed	Eshraghi	Iranian Research organization for Science & Technology
Iraq	Adham	Maitham	Ministry of Industry and Mineral
Iraq	Sana	Jawad	Ministry of Industry and Mineral
Iraq	Mohammed	Al-Maghazzachi	ministry of industry and minerals (MIM)
Israel	Shelley-Anne	Peleg	ICOMOS - Israel Intangible Heritage Committee
Israel	Tamara	Sznaidleder	Israeli Mission to the UN
Italy	Andrea	Marescotti	University of Florence
Italy	Annamaria	Fumarola	External consultant ISMEA

Italy	Maria Giulia	Mariani	Consultant
Italy	Gennaro	Giliberti	Regione Toscana- Direzione Agricoltura e sviluppo rurale
Italy	Giovanni	Belletti	University of Florence
Italy	Stefania	Pinton	CSQA
Italy	Angela	Crescenzi	Regione Toscana- Direzione Agricoltura e sviluppo rurale
Italy	Francesca	Ponti	Regione Emilia Romagna
Italy	Emilie	Vandecandelaere	FAO
Italy	Arianna	Carita	FAO
Italy	Achille	Bianchi	BRE ARCHIMEDE SALERNO
Italy	Nina	Coates	FAO
Italy	Mohammed	Ahdi	FAOLOW
Italy	Sharon	Mendonce	Nutrition Mainstreaming Intern in ESN
Italy	Florence	Tartanac	FAO
Italy	Valeria	Bianchesi	Mountain Partnership Secretariat/FAO
Italy	Elijah	Mboko	FAO
Italy	Valentina	Pizzamiglio	Consorzio Parmigiano Reggiano
Italy	Marta	Gruca	FAO
Italy	Benedetta	Ubertazzi	Studio Ubertazzi
Italy	Endo	Yoshihide	FAO (OCB)
Italy	Andrea	PoloGalante	FAO
Italy	Florian	Doerr	FAO
Italy	Elisabetta	Bianchi	Master Food Identity
Italy	Endo	Yoshihide	GIAHS Coordinator FAO
Italy	Clelia Maria	Puzzo	FAO
Italy	Aurelie	Fernandez	FAO
Italy	Giulia	Sirna	Qualivita
Italy	Luis Francisco	Prieto	Slow Food
Italy	Michele	Maccari	University of Parma
Italy	Yon	Fernandez Larrinoa	FAO
Italy	Paolo	Motta	ICOMOS International Committee on Intangible Cultural Heritage
Italy	Pietro	Pouchè	Herbert Smith Freehills
Italy	Giulia	Maienza	Herbert Smith Freehills
Italy	De Vitis	Annalisa	FAO
Italy	Simona-Inés	Nițescu	FAO
Italy	Gennifer	Meldrum	Biodiversity/FAO
Italy	Anne	Brunel	Biodiversity/FAO
Jamaica	Sara-Ruth	Allen	Consultant SMEs
Jamaica	Anthea	Octave	Edna Manley College
Japan	Junko	Kimura	Hosei University
Japan	Mitsue	DAIRAKU	university professor

Japan	Reiko	Toyosaki	Patent attorney
Kenya	Shem	Wambugu Maingi	ICOMOS International Cultural Tourism Committee (ICTC)
Kenya	Brown	Murungi Kairaria	Industrial Property Tribunal
Kyrgyzstan	Rakhat	Ulanbek	ESA Master Food Identity
Lebanon	Romane	Herqué	Bayreuth University
Lesotho	Itumeleng	Mabusane	Lesotho IP Office
Macedonia	Theodore G.	Siogkas	Managing Authority of Western Macedonia O.P.
Maroc	Younes	HMIMSA	Abdelmalek Essaadi University
Mexico	Alberto	Martinez	University of Sorbonne
Mexico	Dafne	Méndez Pérez	AROCHI & LINDNER MÉXICO
Mexico	Selene	Miranda	Translator
Mexico	Sonia	Ortega	A/L
Mexico	Karla	Juarez	IMPI
Mexico	Diana Laura	Monterrubio	Kalpa Proteccion Digital a legal firm
Mexico	Fernando	Cano Trevino	Consejo regulador del Tequila
Morocco	Fatima	Amheri	AMIGHA
Myanmar	Khine	Khine	Myanmar Intellectual Property Proprotors' Association
Nepal	Kamal Samagunma	Chituwa	indigenous biodiversity professional
New Zealand	Tonja	Flath	Intellectual Property Office of New Zealand
New Zealand	Lynell	Tuffery Huria	AJPARK
New Zealand	Jahnavi	Manubolu	Ministry of Business, Innovation & Employment
Niger	JAFAROU	MALAM KOSSAO	ONG BAL'LAME
Nigeria	onyekachi	Eriobu-Aniede	IP expert
Norway	Alessia	Marzano	MA student
Peru	Alejandra	Arce Indacoche	International Potato Center
Peru	Karla	Quevedo	INDECOPI-origIn Peru
Peru	Ashyadee	Vasquez	INDECOPI
Peru	Ray	Meloni	INDECOPI
Peru	Carmen	Paz	Pablo de Olavide University
Philippines	Ivan Anthony	Henares	University of the Philippines
Portugal	Tiago	Pontinha	Utad- Doutoramento Agronegócios e sustentabilidade
Portugal	Monalisa	Maharjan	Universidade de Évora
Qatar	Maryam	Rashid Y B Al-Kuwari	Ministry of commerce and Industry
Qatar	Hessa Mohammed	K A Alshahwani	Ministry of commerce and Industry
Qatar	Huda	Abdulrahem Y A Janahi	Ministry of commerce and Industry

Romania	Monica	Moisin	Cultural IP Rights Initiative
Rwanda	Hanika	Hanika	Rwanda Bar Association
Sao Tome Principe	Kiakisiki	Nascimento	Programme des Nations Unies pour le développement
Senegal	Pape-Tahirou	KANOUTE	ETDS
South Africa	Ezekiel	Makhene	Configuration Technologies
Spain	Fleur	Leparquier	Consultant
Spain	Veronica	García Chiquero	Region de Castilla-La Mancha
Spain	Tomeu	Deya	ICOMOS International Committee on Intangible Cultural Heritage
Spain	Sofia	Fonseca	ICOMOS International Committee on Intangible Cultural Heritage
Spain	Kenzi	Riboulet-Zemouli	Independent researcher
Spain	María	López-Carceller	European Union Intellectual Property Office
Sri Lanka	Christopher	Fernando	Malwatte Valley Plantations Plc (Ceylon tea)
Sri Lanka	Sarada	De Silva	Ceylon Cinnamon GI Association Sri Lanka
Switzerland	Tobias	Eisenring	FIBL
Switzerland	Nathalie	Hirsig	IPI Switzerland
Switzerland	Claire	Philippoteaux	Swiss Contact - COLIPRI
Switzerland	Vladimir	Yossifov	Consultant IP Services and Management
Switzerland	Elise	Tancoigne	University of Geneva
Switzerland	Theresa	Tribaldos	University of Berne
Switzerland	Massimo	Vittori	oriGIn
Switzerland	Erik	Thevenod-Mottet	IPI Switzerland
Switzerland	Ida	Puzone	oriGIn
Switzerland	Florence	ROJAL	WIPO
Switzerland	Marco	D'Alessandro	IPI Switzerland
Switzerland	Zeinab	Ghafouri	IPI Switzerland
Switzerland	Wend	Wendland	WIPO
Switzerland	Alexandra	Grazioli	WIPO
Switzerland	Daphné	Zografos Johnsson	WIPO
Switzerland	Anna	Sinkevich	WIPO
Switzerland	Tzen	Wong	Researcher - consultant with UNDP
Switzerland	Florencia	Lorca	WIPO
Switzerland	Michele	Evangelista	WIPO
Trinidad Tobago	Reuben	Robertson	FAO Representative
Turkey	Pelin	Keske	Agriculture and Forestry Ministry
Turkey	Aysun	METE	Ministry of Agriculture and Forestry
Uganda	Tony	Kakooza	Sipi Law Associates
Uganda	Hanna	Longole	Ateker Cultural Center
UK	Barbara	Pick	Consultant (CIRAD, FAO, UN)
UK	Patricia	Covarrubia	University of Buckingham

UK	Harriet	Deacon	Coventry University
Uk	Anna	Bolin	International Institute for Environment and Development (IIED)
Uk	June	Taboroff	Senior Cultural Resource Specialist
UK	Tobi	Orelusi	ISAURA Africa
Uk	Charlotte	Waelde	Coventry University-Institute for Creative Enterprise (ICE)
Uk	Nicholas J.	Landau	Bradley Arant Boult Cummings LLP
UK	Véronica	Rodríguez Arguijo	IP-Kat blog
Ukraine	Hanna	Antonyuk	Expert- EU project Support to development of GI system in Ukraine
Ukraine	Iaroslav	Andreiev	EU funded project "Support to the Development of the Geographical Indications System in Ukraine
USA	Leopold	Robert	Center for Folklife and Cultural Heritage
USA	Dardar	Hali	Center for Folklife and Cultural Heritage Smithsonian Institution
USA	Francis	Kariuki	ENREDADOS network
USA	Mikaila	Way	FAO
USA	June	L Lorenzo	Indigenous World Association
USA	Yasmine N	Fulena	USA Mission Geneva
USA	Nancy	Zoubek	Ritholz Levy Fields LLP - INTA committee on indigenous rights
USA	Susan	Anthony	U.S. Patent and Trademark Office
USA	Jasmine	Pawlicki	University of Michigan Library-Operations
Venezuela	Lilia	Volcan	IGS-LMH University of Oxford