



Food and Agriculture  
Organization of the  
United Nations

oriGIn

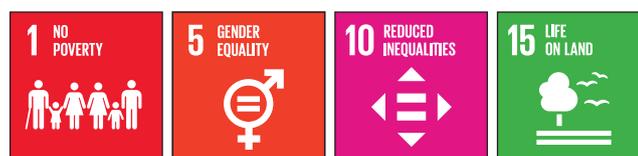
Organization for an International  
Geographical Indications Network

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

## Webinar on

### Indigenous peoples, local communities and traditional knowledge

24 November 2020,  
15:00 - 17:30 CET



in collaboration with:  
**World Intellectual Property Organization**

A woman with dark hair is focused on painting a colorful paper craft. She is using a green brush to apply paint to a piece of paper that has already been decorated with various colors and patterns. The background is slightly blurred, showing what appears to be a workshop or a craft area with shelves and other items.

## BACKGROUND

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 to the preservation of the local environment. Natural features – as well as tradition and culture, typical of certain geographical environments – have the potential to confer products specific characteristics and reputation, which are valued on the market. Preserving such resources, traditions and qualities through Geographical Indications (GI) can create and preserve values (economic, social, environmental) for millions of producers and consumers.

Keeping in mind that the United Nations Sustainable Development Goals (SDGs) are the point of reference for any strategy and policy towards a more sustainable future, FAO and the organization for an international GI network -

oriGIn- are organizing with experts and practitioners thematic discussions to address key aspects on how GI can maximize their contribution to sustainability.

The key objectives of the webinars are:

1. Raise awareness among GI associations and value chain actors on promoting sustainability.
2. Promote the exchange of sustainability best practices undertaken by individual GI value chains and/or by economic sectors at the national/regional level, so as to promote dialogue and convergence.
3. Identify technical assistance needs, in particular in developing countries, and raise funds for relevant projects or programs.
4. Develop tailored recommendations for public and private stakeholders, and in particular for the implementation of the FAO-oriGIn sustainable strategy for geographical indication (SSGIs).

## WEBINAR ON INDIGENOUS PEOPLES, LOCAL COMMUNITIES AND TRADITIONAL KNOWLEDGE

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:

- Some products identified by a GI may embody characteristic elements of the traditional artistic heritage developed in a given region, known as traditional cultural expressions (TCEs). This is particularly true for tangible products, such as food and handicrafts, made using natural resources and/or having specific qualities derived from their geographical origin including natural and/or human factors.
- Similarly, GI products can be rooted in traditional knowledge (TK), such as traditional ecological knowledge and knowledge related to sustainable agri-environmental management held by indigenous and local communities in a given geographical area.

Geographical indications are compatible with the nature of TK and TCEs in that they 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.



## OBJECTIVE

This session aims to reflect on the meaning of sustainability in the context of indigenous peoples, local communities, TK and TCEs. On the basis of examples, case studies and experiences shared from different stakeholders, it will discuss the advantages, but also the challenges, that indigenous and local community artisans and producers may face when considering the registration of a GI for TK or TCEs-based products. This session will also examine and discuss the ways in which GIs related to local communities, TK and TCEs products can contribute to SDGs, in particular, gender equality, decent work and economic growth, poverty eradication, and reduced inequalities.

Building on the presentation of interesting cases, and from the experiences of different stakeholders, the session will provide an opportunity to discuss the following topics:

- What is the potential of a GI as a legal tool to protect, promote and preserve TK and TCEs?
- What are the advantages and constraints for indigenous peoples and local communities to carry on a GI process? How to support their leading role in establishing and managing a GI?
- Are there areas of collaborations in terms of TK and TCEs-based products that could be identified and supported?

## AGENDA

15.00-15.10	<b>Opening</b> <ul style="list-style-type: none"><li>• <b>Ms. Florence Tartanac</b>, Senior officer Market linkages and Value-chains (FAO)</li><li>• <b>Mr. Wend Wendland</b>, Director, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO)</li></ul>
15.10-15.30	<b>GI and indigenous people, key issues</b> <ul style="list-style-type: none"><li>• Using GIs to protect promote and preserve TK and TCEs, <b>Ms. Alexandra Grazioli</b>, Director, Lisbon Registry, and <b>Ms. Daphné Zografos Johnsson</b>, Senior Legal Officer, Traditional Knowledge Division, WIPO</li><li>• GI strategies for Indigenous Peoples, <b>Ms. Gennifer Meldrum</b>, <b>Ms. Anne Brunel</b>, Bioversity/FAO</li></ul>
15.30- 16.00	<b>Cases from over the world</b> <ul style="list-style-type: none"><li>• Empowering tradition bearers with GI: Examples from India, <b>Ms. Ananya Bhattacharya</b>, Director, Banglanatak dot com</li><li>• Argan oil from Morocco, <b>Ms. Fatima Amehri</b>, president of the Argan oil association AMIGHA</li><li>• Handicrafts in Colombia, <b>Mr. Alexander Parra Peña</b>, Artesanía de Colombia, Subgerencia Desarrollo y Fortalecimiento del Sector Artesanal</li></ul>
16.00- 17.00	<b>Discussions</b>
17:00- 17.30	<b>Wrap up and conclusion</b> <ul style="list-style-type: none"><li>• Yon Fernández-de-Larrinoa, Chief of the FAO Indigenous peoples Unit</li></ul>

**Moderator: Ms. Latha R Nair**, Partner, K&S Partners

## WHO SHOULD PARTICIPATE

This webinar targets public and private stakeholders (producers – farmers and processors –, traders, retailers, consumers, public authorities at local and national level, national policymakers, international organisations and experts) interested in GIs schemes for wild products.

To request the registration, please contact Ms. **Ida Puzone** at [ida@origin-gi.com](mailto:ida@origin-gi.com) no later than 21 November.

