



CARIFORUM Intellectual Property Rights & Innovation



Act. 22 Support to women entrepreneurs: Integrating innovation & IP in business strategies

Inspiring Indigenous Women Entrepreneurs through Creativity and Innovation

**Webinar
12 March 2024
10 :00 AM – 12 :30 PM AST**

Registration link: <https://us02web.zoom.us/join/91187800000?pwd=Z0o0cGRlMmRlR0F2aU5pM2kZasOdcNnAZO5WY>

Contact Person : Marianna Martini
Marianna.MARTINI@euipo.europa.eu



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CARIFORUM



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caripi-hub.com

Background:

A World Bank Group 2015 report on the state of women-owned businesses and female entrepreneurship in the Caribbean region has indicated that doing business within that demographic is similar throughout the region. The following has been shown to be characteristic: women entrepreneurs are less likely to be self-employed than men; they work alone; tend to operate primarily in service-oriented, relatively low technology- and knowledge-intensive sectors; obstacles faced are strongly influenced by social and cultural factors.

To address these issues several of CarIPI's partners have implemented programmes that aim at expanding women's entrepreneurial activities across all sectors by providing business-related training, business coaching and mentoring opportunities, developing regional business networks for female entrepreneurs, facilitating access to international trade fairs/exhibitions and access to market intelligence.

Under AWP4 CarIPI will collaborate with partners such as the Belizean IP Office (BELIPO) and WIPO (Indigenous and Local Community Women Entrepreneurship Program) to coordinate and implement a webinar **"Inspiring Indigenous Women Entrepreneurs through Creativity and Innovation"** targeting regional indigenous women entrepreneurs in a view of enhancing their capacity to areas related to creativity, innovation and IP in business.

Objectives of the event:

- Support indigenous women in business by hosting a webinar and discussion on IP and business to address the unique circumstances of indigenous women entrepreneurs
- Share information on CarIPI project and resources as well as tools available for use by entrepreneurs
- Build capacity in IP so participants can expand their skills to effectively use of the intellectual property system nationally and internationally, including in the digital economy
- To provide participants with a basic understanding of how they can build sustainable business models based on their traditional knowledge/cultural expressions and genetic resources which form the basis for their products and services

Target audience:

- Regional indigenous women entrepreneurs
- Business support organisations
- Indigenous communities through BELIPO/BELTRAID and other channels

Useful information:

- About the CarIPI Project: <https://euipeuf.eu/en/caripi>
- WIPO - [Indigenous and Local Community Entrepreneurship \(wipo.int\)](https://www.wipo.int)
- BELIPO - <https://www.belipo.bz/>
- BELTRAIDE - <https://www.beltraide.bz/>

SESSION 1: ONLINE IP BASICS
Starting 1 February 2024

Upon registration to the webinar, participants will be invited to login and register to take the EUIPO MOOC on IP essentials. [IP Essentials MOOC - Module 1 \(europa.eu\)](https://euipe.eu/courses/ip-essentials)

This approach will ensure that participants have some knowledge of IP basics prior to participating the webinar which is intended to be practical in nature.

SESSION 2: IP Essentials for Indigenous Women Entrepreneurs
12 March 10:00 AM – 12:30 PM AST

Moderator for the session: Dr. Wendy Hollingsworth, CARIPi IP Expert

10:00 – 10:15 Welcome and Introduction

- Welcome and workshop objectives – CARIPi
- Brief remarks – BELIPO
- Brief remarks – WIPO
- Brief remarks - BELTRAIDE

10:15 – 10:30 IP and Entrepreneurship: Inspiring indigenous women entrepreneurs

Daphné ZOGRAFOS JOHNSON, Traditional Knowledge, Genetic Resources, Traditional Cultural Expressions Division WIPO

10:30 – 11:00 IP and Branding

Branding and Marketing – telling you're your brand story
Pedro Lopez, Managing Partner of FrissOn Capital

2nd speaker - tbc

11:00 – 11:20 TK, TCEs, Genetic resources and your brand story

Exploring entrepreneurial opportunities in the blue economy
Ruel Ellis, lecturer in the Department of Mechanical and Manufacturing Engineering, UWI, St. Augustine

Customer discovery: defining your business model
Antonio Hollingsworth, CEO and founder of Bajan Digital Creations Inc.

11:20 – 11:50 Protecting your business OLP & heritage: lessons from around the world

- *DANZEI-BLACK - Opportunities and challenges in exporting your IP assets*
- *AUDREY AUBARD - Protecting OLPs using different IP tools*

11:50 – 12:20 Women Leading in Business: IP, Innovation & entrepreneurship

Generating value from your intangible business assets in the digital era

JUBILANTÉ CUTTING - Jubilante Cutting Law Firm

Collective entrepreneurship: The case of Suriname women agroprocessors

Tania Lieuw-A-Soe

12:20 – 12:30 Q&A

Wrap up