

CarIPI

CARIFORUM Intellectual Property
Rights and Innovation

CarIPI Regional Event: Project Launch, IP Systems & GI Mentorship Programme

Belize City & Belmopan
17-19 March 2026



Funded by
the European Union

CarIPI

CARIFORUM Intellectual Property
Rights and Innovation

CarIPI Mentorship Programme: Past & New Cohorts: Lessons Learnt

Presenters: Audrey Aubard & Wendy Hollingsworth

Day 2: 18 March 2026



Funded by
the European Union

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: LESSONS LEARNT

- Full public sector support for the GI strategy – policies, legislation, funding etc.
- Support and guidance/national authorities/agencies: IPOs, BoS, BSO/TSO
- Engaged producers – integration in the decision process, willingness of producers/collective to see the value in taking the GI route and to commit time
- Producers must be willing to work together as a collective
 - Specifications
 - Communication of brand
 - Management of GI or other quality scheme associated with the OLP

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: LESSONS LEARNT

- Producers must already be servicing markets and are looking to use IP tools to leverage the unique characteristics of their OLP
- Interest of building a value chain and gain added value for the product (e.g. Seamoss)
- Consistent products' choice vs project agenda

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: LESSONS LEARNT

- Need of clear understanding of IP tools: marks, GIs, other e.g. UNESCO designations, KPAs/KBAs deserve continuous pedagogy but not only focused on IPR
- Training is essential for success: specifications, self controls, traceability, communication, product expansion – local, regional, international
- Preparing CTM/GI applications requires time & effort from producer groups with limited resources
- Need for practical expertise & resources on the ground to complete the application process and implement IP tools successfully

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: LESSONS LEARNT

- Need to work closely with control bodies such as BoS to ensure that controls can be easily implemented, monitored, measured etc.
- Acceptance of controls by producers and public bodies: a tailored approach is necessary as each producer group and product value chain is unique
- Agri/craft products: same tools but different approach
- Use in the market (actions with retailers, processors; regulate the use in label, packaging, advertising; etc.)

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: NEW COHORTS

- Crafts
 - Saint Lucia: Saint pottery
 - Barbados: Chalky Mount Pottery
 - Guyana: Gemstones (under consideration)
 - Bahamas: Junkanoo Drums
- Cocoa
 - Trinidad and Tobago
 - Haiti
 - Siant Lucia
 - Grenada

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: NEW COHORTS

- Capacity building of public bodies/private sector on OLP registration & management
- Strengthening the business/branding strategies with OLPs
- Taking a tailored approach:
 - Cluster Programme by sector & size of producer group for better synergies & learnings across different markets.
 - Producer groups differ by country and sector and are at different stages of development requiring different levels of mentor intervention.

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: NEW COHORTS

Need of support for a marketing approach:

- To assist definition and implementation of IP tools
- To provide market information with practical guides to distribution channels, retail buyers /distributor
- Contact details for key Caribbean markets
- Open minded approach to build local expand after

MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS: NEW COHORTS

Understanding of IP rights,

Obligations arising from the implementation of a quality scheme,

Management of collective rights, etc.

CarIPI

CARIFORUM Intellectual Property
Rights and Innovation

THANK YOU

internationalipcooperation.eu/en/caripi



Funded by
the European Union

CarIPI

CARIFORUM Intellectual Property
Rights and Innovation

CarIPI Regional Event: Project Launch, IP Systems & GI Mentorship Programme

Belize City & Belmopan
17-19 March 2026



Funded by
the European Union