

## **Committee on Development and Intellectual Property (CDIP)**

**Thirtieth Session**  
**Geneva, April 24 to 28, 2023**

**INTELLECTUAL PROPERTY AND GASTRONOMIC TOURISM IN PERU AND OTHER DEVELOPING COUNTRIES: PROMOTING THE DEVELOPMENT OF GASTRONOMIC TOURISM THROUGH INTELLECTUAL PROPERTY – PHASE II – PROJECT PROPOSAL SUBMITTED BY PERU, CAMEROON, MALAYSIA AND MOROCCO**

*prepared by the Secretariat*

1. By means of a communication, the Delegations of Peru, Cameroon, Malaysia and Morocco, submitted a proposal for a Phase II of the Development Agenda (DA) project on “Intellectual Property and Gastronomic Tourism in Peru and other Developing Countries: Promoting the Development of Gastronomic Tourism through Intellectual Property”, for consideration by the 30<sup>th</sup> session of the CDIP.
2. The Annex to this document contains the said proposal, developed with the support of the WIPO Secretariat.
3. *The Committee is invited to consider the Annex hereto.*

[Annex follows]

<b>1. Project Code</b>
DA_1_10_12_40_01
<b>1.2 Project Title</b>
Project on Intellectual Property and Gastronomic Tourism in Peru and other Developing Countries: Promoting the Development of Gastronomic Tourism through Intellectual Property – Phase II – Proposal Submitted by Peru, Cameroon, Malaysia and Morocco
<b>1.3 DA Recommendations</b>
<p><i>Recommendation 1:</i> WIPO technical assistance shall be, inter alia, development-oriented, demand-driven and transparent, taking into account the priorities and the special needs of developing countries, especially LDCs, as well as the different levels of development of Member States and activities should include time frames for completion. In this regard, design, delivery mechanisms and evaluation processes of technical assistance programs should be country specific.</p> <p><i>Recommendation 10:</i> To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.</p> <p><i>Recommendation 12:</i> To further mainstream development considerations into WIPO's substantive and technical assistance activities and debates, in accordance with its mandate.</p> <p><i>Recommendation 40:</i> To request WIPO to intensify its cooperation on IP related issues with United Nations agencies, according to Member States' orientation, in particular UNCTAD, UNEP, WHO, UNIDO, UNESCO and other relevant international organizations, especially the WTO in order to strengthen the coordination for maximum efficiency in undertaking development programs.</p>
<b>1.4 Project Duration</b>
36 months
<b>1.5 Project Budget</b>
489,100 Swiss francs, all related to non-personnel resources.
<b>2. Description of the Project</b>
<p>This Project proposal is a follow-up on the DA <a href="#">Project on Intellectual Property (IP) and Gastronomic Tourism in Peru and other Developing Countries: Promoting the Development of Gastronomic Tourism through IP</a> (DA_1_10_12_01, hereinafter "the initial Project").</p> <p><b>Background</b></p> <p>It is recalled that the objective of the initial Project was to promote IP related to culinary traditions (food and beverages) for use in the tourism sector of Peru and three other selected developing countries, namely Cameroon, Malaysia and Morocco. The initial Project was implemented in these countries from 2019 to 2022. The initial Project was concluded at the end of December 2022.</p> <p>The initial Project notably allowed:</p> <ul style="list-style-type: none"> <li>• the mapping of main culinary traditions in the four countries (through a scoping study)</li> <li>• the involvement of major public and private stakeholders and beneficiaries in the</li> </ul>

tourism, gastronomy and IP sectors

- the raising awareness of the advantages that the use of IP could bring to gastronomic tourism
- the identification of IP tools in relation to selected culinary traditions in each country (through an analysis of the IP-related areas of the value chain of selected culinary traditions (hereinafter “the IP analysis”))

As a result of the initial Project, a total of 35 culinary traditions were selected, including: 14 for Cameroon; seven for Malaysia; eight for Morocco and six for Peru.

The IP analysis was the last output of the initial Project. For each country, it recommended the use of certain IP tools, such as trademarks for goods and services, collective and/or certification marks and geographical indications, in relation to selected culinary traditions.

### ***Conclusions drawn by the four participating countries at the end of the initial Project***

The last activity carried out in the framework of the initial Project was an international Workshop, which gathered the national project coordinators and experts (hereinafter “the delegations”) of the four participating countries. The workshop was held on October 18, 2022, at the World Intellectual Property Organization (WIPO) headquarters in Geneva. The United Nations World Tourism Organization (UNWTO) participated in the workshop and presented its *Guidelines for the Development of Gastronomy Tourism* to all participants.

The conclusions drawn by the participating countries during the workshop were the following:

- the initial Project had a positive impact on stakeholders’ mobilization and on raising awareness about the importance of using IP in the gastronomic tourism sector;
- the initial Project attracted massive interest from stakeholders and potential beneficiaries in the four countries, who expressed a need for further awareness-raising activities;
- stakeholders and beneficiaries in the four countries expect that the recommendations contained in the IP analysis be implemented. Failure to meet those expectations could have a negative impact on the sustainability of this type of projects.

Consequently, the four participating countries concluded that the initial Project required a follow-up and that a Phase II was needed to implement the recommendations contained in the IP analysis. This proposal for Phase II is the subject matter of the current Project Proposal, which is submitted by Peru, Cameroon, Malaysia and Morocco.

### ***Stakeholders***

During the initial Project, relevant major public, private stakeholders, and beneficiaries in the tourism, gastronomy and IP sectors, in each participating country were already identified and actively involved in the initial Project.

Therefore, the Project’s stakeholders mapping will rely on the stakeholders mapping drawn in each country for the initial Project. This includes *a.o.*:

- Authorities of the four countries (e.g., Industrial Property Offices, Ministry in charge of IP matters, Ministry of Tourism, Ministry of Art and Culture, Ministry of Agriculture);
- National institutions in the field of gastronomy, tourism or culture (e.g., PROMPERU, National Heritage Agency of Malaysia, national tourism agencies);
- Professional associations (associations of tourist guides, associations of food and beverage producers);

- Economic operators involved in gastronomic tourism;
- Local producers and manufacturers.

In addition, insofar two of the Project's outcomes will focus on the development of IP tool(s) for one selected culinary specialty in each of the participating countries. The Project will undertake a more detailed mapping of the stakeholders and beneficiaries concerned by the selected specialty (e.g., local producers and manufacturers of the selected specialty).

### 2.1 Project Concept

The proposed Phase II seeks to implement the recommendations contained in the IP analysis undertaken as part of the initial Project, as indicated above.

### 2.2 Project Objective, Outcome and Outputs

The **overall objective of the second phase of the Project** is to promote gastronomic tourism through IP in Cameroon, Malaysia, Morocco, and Peru, while building on the outcomes of the initial Project.

The **specific project outcomes** are:

1. To raise awareness and build capacities of the relevant stakeholders on the advantages, opportunities and benefits of using, and appropriately managing IP to promote gastronomic tourism.
2. To build and/or strengthen a stakeholder structure in each of the participating countries to support the development, protection, promotion and use of relevant IP tool(s) in respect of one selected culinary specialty.
3. To contribute to the development, protection, and promotion of relevant IP tool(s), in respect of one selected culinary specialty in each beneficiary country.

The Project will deliver the following **outputs**:

- IP tool(s), preferably for collective use (collective mark/ certification mark / GI), developed for one selected culinary tradition in each of the beneficiary countries, including drafted and adopted Regulations of use/specifications for the IP tool for collective use.
- The IP tool(s) filed for registration.
- A stakeholder structure developed to manage and use the IP tool, where appropriate and possible.
- Strategies, guides or training material developed to build and/or strengthen the capacities of the relevant stakeholders on the use of IP in the field of gastronomy.
- Developed awareness-raising materials (leaflets/videos).

### 2.3 Project Implementation Strategy

The Project will achieve the above objectives through the following implementation strategy:

- ✓ Selection of one culinary tradition in each beneficiary country
- ✓ Identification and mapping of stakeholders and beneficiaries of the selected tradition
- ✓ Induction workshop with stakeholders and beneficiaries
- ✓ Selection of an IP tool for collective use
- ✓ Establishment of a stakeholder structure in each beneficiary country, if possible, to manage and use the IP tool developed
- ✓ Workshop with interested stakeholders and beneficiaries on the development of the IP tool
- ✓ Drafting of regulations of use/specifications for the IP tool

- ✓ Designing of the logo for the IP tool for collective use
- ✓ Filing of applications for registration of the IP tool
- ✓ Creation and launch of promotional campaign(s) on the IP tools for collective use
- ✓ Production of IP awareness-raising material
- ✓ Holding of a capacity building activity on the use and management of the IP tool
- ✓ Holding of a concluding international workshop

While delivering the abovementioned strategy, WIPO will liaise and cooperate with the UNWTO, where appropriate.

## 2.4 Project Indicators

<b><u>Project Objective:</u></b>	<b><u>Objective Indicator:</u></b>
Promote gastronomic tourism through IP in Cameroon, Malaysia, Morocco, and Peru, while building on the outcomes of the initial Project.	Increased awareness on the role and use of IP in the promotion of gastronomic tourism by the relevant public institutions in Cameroon, Malaysia, Morocco, and Peru.
<b><u>Project Outcomes:</u></b>	<b><u>Outcome Indicators:</u></b>
To raise awareness and build capacities of the relevant stakeholders on the advantages, opportunities and benefits of using and appropriately managing IP to promote gastronomic tourism.	At least 50% of the participants in the capacity building activities have indicated a better understanding and awareness about the advantages, opportunities and benefits of using and appropriately managing IP to promote gastronomic tourism.
To build and/or strengthen a stakeholder structure in each of the participating countries to support the development, protection, promotion and use of relevant IP tool(s) in respect of one selected culinary specialty.	A stakeholder structure to support the development, protection, promotion and use of the IP tool(s) in respect of one selected culinary specialty, established or strengthened in each beneficiary country, by the time of the project completion.
To contribute to the development, protection and promotion of relevant IP tool(s) in respect of one selected culinary specialty in each beneficiary country.	At least one IP tool developed and filed for protection for the selected culinary specialty in each beneficiary country.
<b><u>Project Outputs:</u></b>	<b><u>Output Indicators:</u></b>
IP tool(s) developed, preferably for collective use (collective mark/ certification mark / GI), for one selected culinary tradition in each of the beneficiary countries, including drafted and adopted Regulations of use/specifications for the IP tool for collective use.	At least one IP tool developed for one selected culinary tradition in each of the beneficiary countries.
	Regulations of use/specifications for the IP tool for collective use drafted and approved.
The IP tool(s) filed for registration.	Application for registration of at least one IP tool filed in each of the beneficiary countries, as appropriate.

A stakeholder structure developed to manage and use the IP tool, where appropriate and possible.	A structure to manage and use the IP tool developed, where appropriate and possible.
Strategies, guides or training material developed to build and/or strengthen the capacities of the relevant stakeholders on the use of IP in the field of gastronomy.	Strategies, guides or training material developed according to the timeline.
Developed awareness-raising materials (leaflets/videos).	Awareness-raising materials developed according to the timeline.
<b>2.5 Sustainability Strategy</b>	
<p>Developing and registering an IP tool for collective use, as well as establishing a stakeholder structure that would be in a position to manage and use the tool, will ensure the project's sustainability in the beneficiary countries. In addition, all awareness-raising materials and capacity building activities carried out in the project will benefit a larger group of relevant stakeholders who could also replicate in the future the approach taken by the project for other culinary traditions.</p> <p>Updates to the sustainability strategy will be provided in the course of the project implementation.</p>	
<b>2.6 Selection Criteria for Pilot/Beneficiary Countries</b>	
The Project is proposed by the four initial participating countries, namely Cameroon, Malaysia, Morocco and Peru, and will be implemented in these four countries.	
<b>2.7 Implementing Organizational Entity</b>	
Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Design Sector	
<b>2.8 Links to other Organizational Entities</b>	
Regional and National Development Sector	
<b>2.9 Links to other DA Projects</b>	
<ul style="list-style-type: none"> <li>- <a href="#">Intellectual Property and Gastronomic Tourism in Peru And Other Developing Countries: Promoting the Development of Gastronomic Tourism Through Intellectual Property – Phase I</a></li> <li>- <a href="#">Empowering Small Businesses Through IP: Developing Strategies for Supporting Geographical Indications or Collective Marks in the Post-registration Period</a></li> <li>- <a href="#">Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue</a></li> </ul> <p><a href="#">Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and Other Developing Countries</a></p>	
<b>2.10 Contribution to Expected Results in WIPO's Program and Budget</b>	
<p><u>Program and Budget 2022/23</u></p> <p>E.R. 4.1: More effective use of IP to support growth and development of all Member States and their relevant regions and sub-regions, including through the mainstreaming of the Development Agenda recommendations</p>	

E.R. 4.3: Increased IP knowledge and skills in all Member States

E.R. 4.4: More innovators, creators, SMEs, universities, research institutions and communities leverage IP successfully

## 2.11 Risk and Mitigation

Risk 1: Lack of capacities to establish a functional stakeholder structure in all beneficiary countries.

The following mitigation strategies are proposed to address risk 1:

- a) Intensify capacity building activities with stakeholders
- b) Extend the duration of the project
- c) Accept that the output will not be delivered as such in the respective country

Risk 2: Possible conflicts or misunderstandings within the stakeholders, which could delay the development and adoption of the regulations of use of the IP tool for collective use.

The following mitigation strategies are proposed to address risk 2:

- a) Intensify actions with the stakeholders to build consensus and promote agreement
- b) Extend the duration of the project implementation
- c) Accept that the output will not be delivered as such in the respective country

Risk 3: Political instability in a beneficiary country having an effect on the project delivery

The following mitigation strategies are proposed to address risk 3:

- a) Extend the duration of the project
- b) Suspend project implementation in the country concerned

Risk 4: Possible new outbreaks or global pandemic

The following mitigation strategies are proposed to address risk 4:

- a) Intensify online activities and delivery of outputs
- b) Extend the duration of the project implementation

### 3. TENTATIVE IMPLEMENTATION TIMELINE

Deliverables	Quarters											
	Year 1				Year 2				Year 3			
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Pre-implementation activities <sup>1</sup> : - Appointment of national coordinators in each of the beneficiary country - Identification of consultants - Development and approval of country-level Project plans												
Selection of one culinary tradition in each country	X	X										
Identification and mapping of stakeholders and beneficiaries of selected tradition		X	X									
Induction workshop with stakeholders and beneficiaries			X	X								
Selection of an IP tool for collective use			X	X								
Workshop with interested stakeholders and beneficiaries on the development of the IP tool(s)				X	X							
Establishment of a stakeholder structure to manage and use the IP tool					X	X	X	X				
Draft regulations of use/specifications for the IP tool							X	X				
Design of logo for the IP tool for collective use							X	X				
Filing of application for registration of the IP tool								X	X			
Production of awareness-raising material							X	X	X	X		
Create and launch promotion campaign(s) on the IP tool for collective use									X	X	X	
Holding of capacity building activity on the use and management of the IP tool										X	X	
Concluding International Workshop											X	
Project Evaluation												X

<sup>1</sup> The project will start its implementation, once the pre-implementation activities are delivered.



#### 4. PROJECT BUDGET BY OUTPUT

<i>(in Swiss francs)</i>	2024		2025		2026		Total
	Personnel	Non-Personnel	Personnel	Non-Personnel	Personnel	Non-Personnel	
Project coordination and implementation support	-	-	-	-	-	77,100	77,100
Selection of one culinary tradition in each country	-	-	-	-	-	-	-
Identification and mapping of stakeholders and beneficiaries of selected culinary tradition	-	60,000	-	-	-	-	60,000
Induction workshop with stakeholders and beneficiaries	-	52,000	-	-	-	-	52,000
Selection of an IP tool for collective use	-	20,000	-	20,000	-	20,000	60,000
Workshop with interested stakeholders and beneficiaries on the development of the IP tool(s)	-	-	-	25,000	-	-	25,000
Establishment of a stakeholder structure to manage and use the IP tool	-	-	-	-	-	-	-
Draft regulations of use/specifications for the IP tool	-	-	-	-	-	-	-
Design of logo for the IP tool for collective use	-	-	-	20,000	-	-	20,000
Filing of application for registration of the IP tool	-	-	-	-	-	20,000	20,000
Production of awareness-raising material	-	-	-	-	-	20,000	20,000
Create and launch promotion campaign(s) on the IP tool for collective use	-	-	-	-	-	20,000	20,000
Holding of capacity building activity on the use and management of the IP tool	-	-	-	-	-	40,000	40,000
Concluding International Workshop	-	-	-	-	-	80,000	80,000
Project evaluation	-	-	-	-	-	15,000	15,000
<b>Total</b>	-	<b>132,000</b>	-	<b>65,000</b>	-	<b>292,100</b>	<b>489,100</b>

## 5. PROJECT BUDGET BY COST CATEGORY

<i>(in Swiss francs)</i>	Travel, Training and Grants			Contractual Services					Total
	Staff Missions	Third-party Travel	Training and related travel grants	Conferences	Publishing	Individual Contractual Services	WIPO Fellowships	Other Contractual Services	
Project coordination and implementation support	-	-	-	-	-	-	77,100	-	77,100
Identification and mapping of stakeholders and beneficiaries of selected culinary tradition	-	20,000	-	-	-	40,000	-	-	60,000
Induction workshop with stakeholders and beneficiaries	20,000	20,000	-	12,000	-	-	-	-	52,000
Selection of an IP tool for collective use	-	-	-	-	-	60,000	-	-	60,000
Workshop with interested stakeholders and beneficiaries on the development of the IP tools	-	-	-	12,000	-	5,000	-	8,000	25,000
Design of logo for the IP tool for collective use	-	-	-	-	-	20,000	-	-	20,000
Filing of application for registration of the IP tool	-	-	-	-	-	-	-	20,000	20,000
Production of awareness-raising material	-	-	-	-	-	20,000	-	-	20,000
Create and launch promotion campaign(s) on the IP tool for collective use	-	-	-	-	-	10,000	-	10,000	20,000
Holding of capacity building activity on the use and management of the IP tool	-	20,000	-	12,000	-	-	-	8,000	40,000
Concluding International Workshop	20,000	40,000	-	12,000	-	-	-	8,000	80,000
Project evaluation	-	-	-	-	-	15,000	-	-	15,000
<b>Total</b>	<b>40,000</b>	<b>100,000</b>	<b>-</b>	<b>48,000</b>	<b>-</b>	<b>170,000</b>	<b>77,100</b>	<b>54,000</b>	<b>489,100</b>

[End of Annex and of document]