



Annual Work Plan 2

01/11/2020 – 31/10/2021



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CARIFORUM



EU-CARIFORUM Regional project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

www.caripi-hub.com

Acronyms

ACP	Africa, Caribbean and Pacific States (now OACPS – see below)
ASEAN	Association of South East Asian Nations
AWP	Annual Work Plan
CARICOM	Caribbean Community states
CARIFORUM	Caribbean Forum of ACP States
CF	CARIFORUM
CPC	Caribbean Patent Convention
CS	CARIFORUM States
CSME	CARICOM Single Market and Economy
DG	Directorate General
EC	European Commission
EDF	European Development Fund
EPA	Economic Partnership Agreement
EPO	European Patent Office
EU	European Union
EUD	European Union Delegation
EUIPN	European Union Intellectual Property Network
EUIPO	European Union Intellectual Property Office
EUR	Euro
EUTM	European Union Trade Mark
FAO	United Nations Food and Agriculture Organisation
FTA	Free Trade Agreement
GA	General Assembly
GDP	Gross Domestic Product
GI	Geographical Indication
GR	Genetic Resources
ID	Industrial Design
IP	Intellectual Property
IPAS	Intellectual Property Automation System
IPO	Intellectual Property Office
IPR	Intellectual Property Right
IT	Information Technology
KPI	Key Performance Indicator
LCD	Least developed countries
LFM	Logical Framework Matrix
MoU	Memorandum of Understanding
MS	Member State
NCs	National Coordinators
OACPS	Organisation of African, Caribbean and Pacific States (formerly ACP)
OECS	Organisation of Eastern Caribbean States
OLP	Origin Linked Product
OTN	Office of Trade Negotiations
OWP	Overall Work Plan
PMT	Project Management Team
PSC	Project Steering Committee
PVR	Plant Variety Rights
SDGs	Sustainable Development Goals
SMEs	Small and Medium-sized Enterprises
STE	Short Term Expert
STLT	Singapore Treaty on the Law of Trademarks
TK	Traditional Knowledge
TM	Trade Mark
TOR	Terms of Reference
ToT	Train of Trainer
TRIPS	Trade-Related Aspects of Intellectual Property Rights
UPOV	International Union for the Protection of New Varieties of Plants
USPTO	United States Patent and Trademark Office
WIPO	World Intellectual Property Organization
WTO	World Trade Organisation

CARIFORUM States

AG	Antigua and Barbuda
BB	Barbados
BS	The Bahamas
BZ	Belize
CU	Cuba
DM	Dominica
DO	The Dominican Republic
GD	Grenada
GY	Guyana
HT	Haiti
JM	Jamaica
LC	Saint Lucia
KN	Saint Kitts and Nevis
VC	Saint Vincent and the Grenadines
SR	Suriname
TT	Trinidad and Tobago

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1. THE PROJECT

The Financing Agreement “*Support to CARIFORUM member states in furthering the implementation of their Economic Partnership Agreement commitments and in meaningfully reaping the Benefits of the Agreement – CRIS 2018/040-087 financed under the 11th European Development Fund*”, signed between the European Union and CARIFORUM, established component 1 “Intellectual Property Rights and Innovation” to be implemented by the EUIPO, via a Contribution Agreement (CarIPI FED/2019/408093 signed on 07/10/2019). The project started on 01/11/2019 for a duration of 48 months, including a three months inception phase.

The Overall Objective of CarIPI is to contribute to the integration of the Caribbean Forum of ACP Group of States into the World Economy, through strengthening the enabling framework that stimulates innovation and competitiveness of the private sector.

The Specific Objective is to further upgrade and harmonise the systems for IP creation, protection, administration and enforcement in line with the EPA provisions, and to contribute to regional integration in IPR. This will be achieved through the following four expected results (ER) and work packages (WP):

ER I Increased awareness of the value and contribution of innovation and IPR to economic and social development, among policy makers, private sector and the general public.

WP 1 Raising awareness on the benefits of IPR

ER II A network of strengthened and more efficient IP institutions, delivering timely, high quality and accessible IPR administration and enforcement services, benefiting MSMEs in particular.

WP 2 Institutional strengthening and digitalisation

ER III Enhanced legal and policy frameworks in the area of Trade Marks, Designs and GIs, facilitating the participation in global protection systems in compliance with EPA provisions, and boosting regional harmonisation.

WP 3 Regional harmonisation of law and practice

ER IV Improved capacity of the productive sector to create, protect, utilize, commercialize and enforce their IP rights, thus stimulating innovation and new business models.

WP 4 Generating value through IPR & business strategies

2. THE ANNUAL WORK PLAN

The project implementation method foresees that each year, an Annual Work Plan (AWP) will be drafted by the Project Management Team (PMT) in consultation with the CARIFORUM States (CS) IP Offices, the CARIFORUM Directorate, and other relevant stakeholders from public and private sectors of the EU and CS. The activities proposed under each AWP must contribute directly to reaching the expected results and objectives, following the intervention logic of the Contribution Agreement¹ and further defined in the Overall Work Plan (endorsed in January 2020).

The first AWP (AWP1) covered nine months of implementation, from 1st February to 31st October 2020, and was preceded by a 3-month inception phase.

As of March 2020, many activities planned under the approved AWP1 had to be adapted due to the COVID-19 pandemic. Activities which did not entail travelling were prioritised, and the format of others was adapted for online delivery. The stakeholders appreciated the online activities, although their capacity to provide input required to complete some of the expected outputs was affected due to the curfews.

The AWP1 allowed the CarIPI Project Management Team (PMT) to establish and reinforce contacts with an enhanced number of stakeholders and to raise awareness on the project, while setting-up the basic framework for implementation. This included the procurement of the two long term experts based in the region to complete the PMT. The IP Expert and the Project Assistant started working as members of CarIPI at the beginning of June.

The AWP1 focused on building the capacity of the CARIFORUM IP Offices in the area of the examination of trade marks and geographical indications, in relation to the EUIPN flagship tools, and the enforcement of IPR targeting customs controllers. A series of virtual meetings and trainings were implemented and very well received. All trainings were recorded and published on the CarIPI-hub.com website and are being further promoted and disseminated.

To stimulate the business sector to create, protect and manage their own value chains and use IPR as a competitive tool, a series of webinars on IPR strategies were undertaken in cooperation with WIPO (a train the trainers series) and the Caribbean Export Development Agency (CEDA) benefiting a significant number of SMEs. In response to the need to enhance the capacity of origin-linked product (OLPs) marketing, via GIs or TMs, a comprehensive set of 8 e-learning modules has been produced and will be promoted to (potential GI or other) producers during AWP2.

When it comes to impact and results, the highlights include:

¹ CarIPI FED/2019/408093 signed on 07/10/2019

In the trade mark field, IP Offices have started to identify the list of goods and services for the purpose of the registration of trade marks, with Cuba, Saint Kitts and Nevis, and the Dominican Republic publishing their lists on TMclass. The benefits of doing so include enhanced visibility of the offices, but above all it generates an easier and more efficient registration process for users and examiners. Cuba is the first CS IPO that has joined TMView, hence providing access to their TM register publicly online for the first time.

As regards IP laws, it is worth highlighting the project's efforts to support legislative reforms that are needed or already ongoing. Technical assistance has been provided to Suriname in relation to their draft Industrial Property Act (and participation to a training organised by WIPO on the international design system was facilitated for Suriname and Belize), which contributed to Suriname formalising this July their accession to the Geneva Act of the Hague agreement on Designs. Similarly, the draft Design law of St. Kitts and Nevis has been reviewed as a first step towards a regional model on designs. The GI laws of the entire region (16 countries) were reviewed, feedback provided to the IPOs and a first draft model law on GIs elaborated (consultation and implementation will stretch into AWP2). A guide for the private sector, on how to use the Madrid System, has also been prepared with the IP Office of Antigua and Barbuda (who is a member of the treaty). The output will be extended to other countries as applicable.

The set-up of the Plant Varieties Protection framework in the Dominican Republic, was successfully achieved thanks to the technical assistance provided by CarIPI. The country already had a PVR law and was a member of UPOV, but no PVR applications had ever been examined due to the lack of procedures and training, which CarIPI facilitated. This important milestone was celebrated in an official act of recognition by the DO Minister of Agriculture with wide media coverage, combined with the award ceremony of the first 10 certificates for PVRs to the new right holders from DO. The lessons learnt from the "Dominican Republic case" will be shared with other CS with PVR laws already in place, and replicated as appropriate, under AWP2 and subsequent work plans.

The second AWP (AWP2) will cover the period from 1st November 2020 until 31st October 2021.

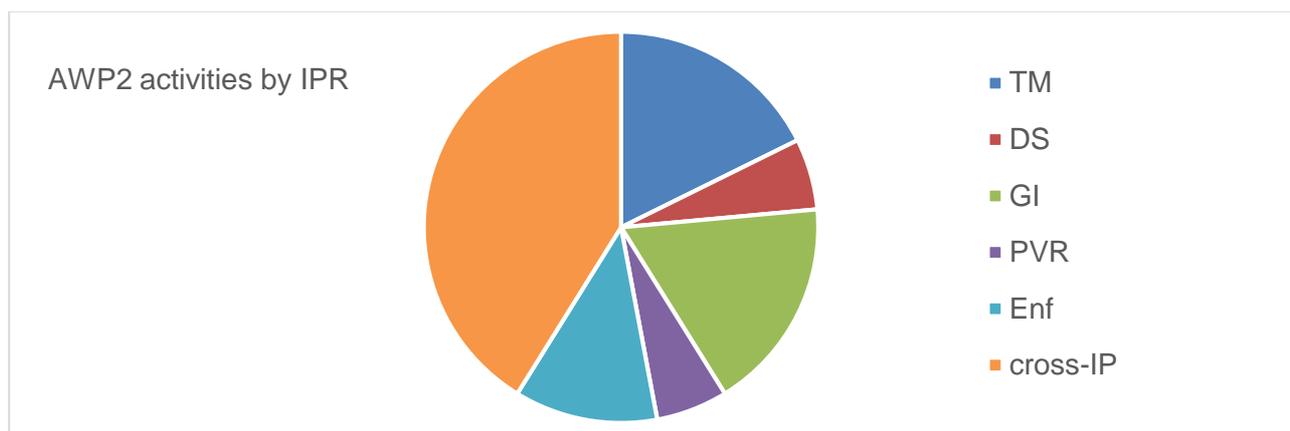
A strong focus will be placed on the awareness raising work package, where case studies and communication actions will showcase how Caribbean producers can reap more benefit from their origin-linked products. Policy makers will be targeted by other specific awareness raising actions, while continued communication efforts using social media and collaborating with other key partners will target the wider public.

Under the capacity building and institutional strengthening work package, a combination of webinars and, if possible, on-site trainings will respond to training needs identified during AWP1, in the area of trade marks, designs, GIs and PVR. At the same time, the work on TM classification will be

continued with the objective to get all CS IPOs to establish their lists of goods and services and make these public via TMclass, and the regional interface. At the same time, it is envisaged to have more CS IPOs' trade mark registries being published using TMView, and a regional interface (to date only Cuba is part of it). Specific support will be provided to Haiti, as the only country that has so far not been able to participate in any project activity. The Haitian IPO is not at the moment fully functional and therefore their participation in AWP1 was curtailed.

In the field of IP law and practice, the work to review all 16 CS legal frameworks on GIs followed by the development of a GI model law, regulations, and forms will be completed through training and awareness raising. Under AWP2 specific support will be provided in the area of trade marks, as the IP right used most by regional business. Recommendations on TM law, and common practices will be elaborated, discussed and documented in a regional setting.

The distribution of AWP2 activities over the different IPR tackled by this action is: 3 on trade marks, 3 on GIs, 1 on PVR, 2 on enforcement and 8 cross IPR (covering several IPR mainly trade marks, designs, GI, PVR).



3. CONTINGENCY MEASURES

Each of the activities described in the following chapter has been assigned a RISK level:

RISK ■ - no to low risk. The current COVID pandemic is not expected to impede the implementation of these activities. Contingencies for those activities which are likely to be minimally impacted, will include converting planned in-person activities to virtual activities.

RISK ■ - medium risk. The current COVID pandemic is expected to impede some in-person events and missions. Contingencies for these activities, will include having virtual events/meetings and deferring where necessary further in-person follow-up activities for implementation under AWP3.

4. AWP2 ACTIVITIES DESCRIPTION

4.4. WP 1: Raising awareness on the benefits of IPR

Expected Result I	Increased awareness of the value and contribution of innovation and IPR to economic and social development, among policy makers, private sector and the general public.
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1. IP Management for Origin-linked Products: Case Studies & Communication Actions

		Activity ID	tbc
IPR concerned	All	Subject	Case Studies/Documentaries
Target Country	All CS	Location	Virtual / all CS
Start	June 2021	Completion	September 2021
Target Group(s)	Industry Stakeholders and Policy-makers: ministries in charge of IPR (including Ministries of Agriculture for GI and PVR); Producers of origin-linked products		

RELEVANCE

Innovation and economic diversification are key in the age of globalization and climate change. The CarIPI project has as a primary focus creating an enabling framework in CS to stimulate innovation and facilitate the participation of the CF in the global economy.

IPR does not currently rank high on the policy agenda in CARIFORUM countries. Heightening awareness of the contribution of the full range of IPRs to economic and social development is a primary goal of this project. There is a specific need to reinforce the commitment from policy makers by outlining the value IP can have for economic development in the region, rather than only from a trade perspective.

One means of showing the importance IPRs for economic development is to showcase those sectors or businesses that benefit from creating and commercializing IP assets.

OBJECTIVES

The objective of this activity is to document cases of OLPs in the region protected by IP tools and which emphasises the importance of IPRs for innovation and economic development, and by extension contribute to attaining the policy-level commitment required to achieve the overall project objectives.

It is envisaged:

- That specific OLPs and related producer groups will be selected, through specific criteria, to be the subject of case study/documentary development
- The case studies/documentaries developed will be made accessible for use to facilitate knowledge transfer, lessons learned and to influence decision making

EXPECTED OUTPUTS / DELIVERABLES

- Deliverables: 2 case studies and 2 videos
- Increase in the resources available on specific regional OLPs, their protection using IP tools and their commercialisation
- Enhanced awareness of OLP producers of how they can manage and leverage their IP assets
- Enhanced awareness of policy makers of the importance of IPR for economic development and innovation

RISK □

Medium risk contingency: In the event of persisting COVID related restrictions in country, especially related to social distancing, the activities related to the 2 video documentaries will need to be rescheduled as such time as it is possible to undertake these activities. In any event local videographers will be contracted and the feasibility of scripting and filming the production will be discussed to determine which activities can be conducted during the period covered under AWP2. Alternatively, another case study can be developed making the deliverable for this activity 3 case studies.

2. IP Awareness Raising Actions Online

		Activity ID	tbc
IPR concerned	All	Subject	TA/Support
Target Country	All CS	Location	All CS
Start	November 2020	Completion	October 2021
Target Group(s)	Policy-makers: ministries in charge of EPA and/or IPR (including Ministries of Agriculture for GI and PVR); OLP producer groups and other private sector stakeholders		

RELEVANCE

Fundamental to building an innovation system to enhance economic development in CS is an understanding of the value of creating, managing, and leveraging IPRs through commercial activity. It is important, therefore, to ensure that there is a wide knowledge of the IP system across all sectors and at all levels of society.

In addition to providing for the protection of IP assets, national and regional IP systems must also focus on educating and building awareness of IP issues to stimulate creativity and innovation, foster a culture of respect for IP and ultimately to ensure economic, social and cultural prosperity.

The project's interventions must include specific activities sensitization workshops, awareness raising campaigns, collaboration with other actors, initiatives and events to introduce the topic of IP in the context of innovation and economic development. The project will use several mechanisms to raise the level of awareness of IP issues in CS.

OBJECTIVES

The objective of this activity is to raise awareness of IP issues among CS stakeholders at all levels. This will be achieved through

- Undertaking a series of IP awareness raising actions, including working with IPOs to implement an IP day campaign
- collaborating with Caribbean Export and other partners on, as examples IP awareness events and awards
- Providing support to relevant events and activities undertaken by IPOs

EXPECTED OUTPUTS / DELIVERABLES

- Deliverables: 1 large awareness campaign and (virtual) actions undertaken in at least 5 countries;
- Increased access to content produced by CarIPI on the project's website, social media and other online platforms
- Material produced and shared with IPOs and project partners to share/disseminate for World IP Day
- Increased project visibility and opportunities to educate about the project and its interventions

RISK

No risk contingency - This activity is expected to be conducted virtually therefore the current COVID-19 pandemic is not expected to impact its implementation.

3. Policy Level - Building IP Awareness Among National EPA Coordinators, and relevant ministries in charge of IPR, agriculture and trade

		Activity ID	tbc
IPR concerned	All	Subject	Event/training
Target Country	All CS	Location	TBD
Start	January 2021	Completion	October 2021
Target Group(s)	Policy-makers: ministries in charge of EPA and trade; EPA Coordinators, ministries in charge of IPR, including those in charge of agriculture (e.g. GIs, PVR and genetic resources conservation and sustainable economic use) and trade		

RELEVANCE

In implementing the CarIPI project the Project Management Team (PMT) will be supported by the national coordinators, which consist of two representatives per country, one being the national EPA coordinator and the other a representative from the national IP Office/Registry. The national coordinators (NCs) shall be the primary working-level contact points during the implementation phase of the project – facilitating the implementation of pre-approved activities of each AWP and under the general guidance of the CARIFORUM Directorate.

The EPA Coordinators are especially well placed to influence decision making at the policy level and to promulgate the importance and benefits of innovation and IPRs at the national and regional levels. It is therefore critical that they understand the myriad of issues related to IP and both national and regional development.

OBJECTIVES

The objective of this activity is to raise awareness of IP issues among the policy-makers, in particular national EPA Coordinators and relevant ministries, on the importance of IP. Actions will include:

- tailored webinar on the importance of innovation and IP for national and regional development
- CarIPI participation in a regional ‘high-level’ meeting to promote IP and present the project and interventions (ministries of related to IP fields targeted in the project: trade, agriculture, genetic resources)

EXPECTED OUTPUTS / DELIVERABLES

- Deliverables: 1 regional webinar directed mainly at National EPA Coordinators;
- 1 participation in high-level event involving ministries responsible for IPR including GIs, trade, agriculture (e.g. PVR and genetic resources)
- Increased awareness of EPA coordinators of the benefits of innovation and IP for development
- Increased commitment for the CarIPI project and its interventions; opportunities to educate about the project

RISK

Medium risk contingency: in the event of persisting COVID related travel restrictions, a virtual participation of the project in a high-level event will be envisaged and where not possible postponed.

4.4. WP 2: Institutional strengthening and digitalisation

Expected Result II	A network of strengthened and more efficient IP institutions, delivering timely, high quality and accessible IPR administration and enforcement services, benefiting MSMEs in particular.
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4. Support IPOs in Digitization of their Business Processes and Databases

		Activity ID	tbc
IPR concerned	All	Subject	Training and TA
Target Country	All CS	Location	n/a
Start	January 2021	Completion	October 2021
Target Group(s)	IP Offices / Registries, indirect beneficiaries are users of the IP system		

RELEVANCE

IPR are at the heart of innovation, and IP Offices are asked to lead innovation in public administration, facilitating management of IPR for economic operators and innovators. Open access to the IP registers will provide immediate tangible benefits to the users of the IP system in CARIFORUM, such as quality and reliability, access to information, among others. At the same time, it generates efficiency gains for IP administrations and frees resources to expand the IPR service environment offered. As a consequence, the access to IPR protection becomes more affordable in the medium-term (due to more efficient registration processes, easier and faster access to information), which particularly benefits CARIFORUM creators and innovators who highlight the cost of protection or lack of information as a barrier.

As a first step, it is expected that CS IPOs will join EUIPN/EUIPO tools/databases TMclass, TMview and DSview. Regarding TMclass the benefits are that the list of accepted terms will be public and clear to all applicants, leading to less errors in the application process and also a reduced workload for examiners. Regarding TMview/DSview this will bring immediate additional benefits, as for the first time it will be possible to search - free of charge - for trade marks / designs registered in CARIFORUM countries, using the very same search mechanism and database structure that is already used in some 70 countries in the EU and beyond (including for example US, India, Korea, Mexico, Brazil, etc.). Benefits for the users of the IP system in CARIFORUM include, quality and reliability of data, enhanced access to information.

Finally, one expected project result will be the regional CARIFORUM/Caribbean IP portal, providing a gateway to the national IP offices and IP resources available in the region, and inter-connecting databases and tools that provide information on registered rights in the different CS in a harmonized format.

Project interventions under AWP1 have resulted in participating IP Offices identifying the list of goods and services for the purposes of the registration of trademarks, with Saint Kitts and Nevis, and the Dominican Republic publishing their lists on TMclass. Under AWP2 it is envisaged to a) continue to support more CS IPOs to publish their list of pre-accepted terms for TM registration on TMclass; establish the mechanism by which CS IPO registries can be published on TMview and DSview; and b) to develop the first Caribbean regional interface "Caribbean TM Class".

OBJECTIVES

The objectives of this activity under AWP2 are:

1. To determine and publish the list of G&S accepted by the different CS IPOs in TMClass
2. To launch a regional Caribbean TMClass interface
3. To connect the digitalized CS IPOs TM registries to TMView,
4. To create a regional interface "Caribbean TMview"
5. To launch the regional GView database, where a pilot has been developed under AWP1
6. To develop a strategy for the creation and long-term maintenance of a regional "Caribbean IP portal", which would become the major reference site for information on IPR in the Caribbean, providing access, after the project lifetime, to the regional "Caribbean interfaces of TMclass, TMview, DS view, the e-learning modules and other resources developed during the project lifetime as well as any other relevant information. A decision will be needed regarding the long-term hosting of this IP portal, by a Caribbean regional body, or one of the national IPOs.

Assistance will also be provided to CS to integrate IP databases in the IPO – TMClass, TMView, GI database; and to create a CARIFORUM regional GI database

In order to achieve the above, at least one regional virtual workshop will be held, combined with regular bilateral VICOs between the CarIPI PMT / EUIPO IT staff and each CS IPO. In addition, if possible and required, specific technical missions will be undertaken to specific countries.

EXPECTED OUTPUTS / DELIVERABLES

- Increase number of CF IPOs on TMClass (target: increase from currently 3 to all 16)
- Launch of regional Caribbean TMClass interface
- Regional GI database implemented and at least all registered CS GIs information available
- Virtual launch of GI database
- CS IPOs join TMView (target: increase from 1 (Cuba) to at least 3, but ideally more)
- Sub-PSC endorses proposal for the regional IP portal including long-term maintenance

RISK

Low risk contingency – in relation to technical missions. In the event of persisting COVID-related travel and other restrictions it may not be possible to have specific in country missions related to this activity. If required, the technical assistance can be provided virtually as per country request and where feasible as a group.

5. Specialised Training for IPO Examiners

		Activity ID	tbc
IPR concerned	GIs, TMs, Design	Subject	Training
Target Country	All CS	Location	n/a
Start	April 2021	Completion	June 2021
Target Group(s)	IP Offices / Registries – staff in charge of GI and TM examination		

RELEVANCE

A well-functioning IP system requires a proper legislative framework, as well as institutions providing efficient IP services to the business community and ensuring adequate enforcement of IPR. CARIFORUM countries often face constraints in terms of capacity and resources, which are needed to provide services to the changing needs of the private sector.

During the first year of implementation, one in-person training took place in Barbados in January, and several webinars were organized on specific TM and GI topics. They were recorded and published on the CarIPI website for further dissemination. The feedback of participants was very positive and interest to receive more training on specific topics was indicated.

CarIPI will continue to provide training sessions for IPO staff in the area of GIs and TMs, but also on Designs and PVR, with specific focus on building capacity of examiners.

OBJECTIVES

A series of training interventions will be directed at TM, GI and Design examiners from the CF IP offices. Several webinars will be complemented by at least 1 in-person regional event. Proposed topics were selected based on poll results from training interventions implemented under AWP1, and will include:

For Trademarks:

- Comparison of goods and services
- Proof of use
- Bad faith registration
- Collective and certification marks

For Designs:

- The importance of design-intensive industries,

- Designs and other IPR (patents, copyright, trade marks)
- Licensing and transfer of designs
- Registration requirements: novelty, individual character, informed user

For GIs:

- How to examine the product specifications of a GI
 - o looking for the required link between a clearly articulated characteristic, property or reputation of a product and the geographic area of its production; and
 - o determining grounds for refusing a particular term that might, for example, be a generic term for the product concerned.
- Technical aspects regarding the relation between GIs and TMs
- Common GI enforcement issues

After the webinars, recommendations will be made for the preparation of a minimum standard GI examination process (common practice). This will be the first step towards creating a regional GI examination manual. (This activity is linked to that of activity 15).

EXPECTED OUTPUTS / DELIVERABLES

- Skills of 32 IP examiners enhanced
- Draft processes / procedures for GI registration;
- Approved recommendations for developing a regional GI examination manual

RISK

Medium risk contingency: in the event of persisting COVID-related travel and other restrictions, all trainings will be conducted virtually. If required, and in case of problems with connectivity, the project can assist individual countries in renting venues from where to attend the meetings.

6. Specific Technical Support and Training to the Haitian IPO

		Activity ID	tbc
IPR concerned	All	Subject	TA and training
Target Country	Haiti	Location	Haiti
Start	January 2021	Completion	August 2021
Target Group(s)	Haitian IPO		

RELEVANCE

A key objective of an IPO is to provide quality services through their IP and related services to all users of the IP system and to ensure the timely processing of IP applications and the registration of rights according to a high-quality standard. A well-functioning IP system, therefore, requires a proper institutional and legislative framework, as well as an adequate complement of human resources to provide IP services to the business community and ensuring adequate enforcement of IPR.

Haiti, as the only French speaking country and with its status of least developed country, has not been able to participate in any project activity so far. Specific actions are needed to help Haiti get up to similar levels as the other CS IPOs.

The Haitian IPO faces constraints in terms of capacity, resources and know-how, which are needed to effectively establish and service the Industrial property office and to participate in other regional initiatives and actions.

OBJECTIVES

Under this activity CarIPI will provide tailored support to the process of establishing a functional IPO dealing with industrial property matters through, for example:

- Training in FR on specific technical matters
- Technical assistance to establish IPO functions
- Sharing manuals, documentation and forms
- Study visits (to other CS or the EU)

EXPECTED OUTPUTS / DELIVERABLES

- At least 3 specific training actions implemented
- Training materials and resources – in native language
- Lessons learnt and resources developed shared with other CS

RISK □

Medium risk contingency – in the event of persisting COVID-related travel and other restrictions, study visits can be postponed until feasible to travel. Additionally, part of the expected learning outcomes of the study visit can be achieved through tailored virtual training interventions until it is possible to travel. While not ideal, it will also be possible to virtually undertake a preliminary needs assessment of the IPO to ascertain the type of technical assistance required and to adapt the assistance to be undertaken virtually.

7. Training for Judiciary on IP Dispute Resolution - IP Case Law Conference

		Activity ID	tbc
IPR concerned	All	Subject	Training
Target Country	All CS	Location	Virtual (and Alicante)
Start	August 2021	Completion	October 2021
Target Group(s)	CARIFORUM – Judiciary – Judges, Court Registrars, Magistrates, IPO Registrars (incl. CCJ, OECS Judicial and Legal Service Education)		

RELEVANCE

The judiciary forms part of the IP system and, consequently, must be the target of any regional interventions to strengthen the IP system in CS. While the regional judiciary has benefitted significantly from ongoing training in a wide range of legal topics, there has been few programmes focused on the complex and specialized area of intellectual property.

The CarIPI project will not seek to duplicate the work undertaken in the region by WIPO and other projects and programmes aimed at the judiciary. It is envisaged that the planned intervention will complement the objectives of such works which seek to raise the professional competencies of the regional judiciary to ultimately improve efficiencies in court proceedings and quality of justice.

OBJECTIVES

The objective of this activity will be to provide training:

- In substantive and procedural issues of trademark and design dispute resolution
- The importance of IP mediation
- To collaborate with regional partners such as the CCJ Academy of Law and/or The Caribbean Association of Judicial Officers (CAJO)/other regional Judicial and Legal Services Education agencies

EXPECTED OUTPUTS / DELIVERABLES

- One webinar on IP dispute resolution implemented
- Attendance at IP Case Law Conference in autumn 2021 in Alicante (Spain) if possible and for a selection of members of the regional judiciary (those more likely to be confronted with IP cases)
- Skills relative to IP dispute resolution among judiciary enhanced

RISK □

Medium risk contingency- in the event of persisting COVID-related travel and other restrictions it may not be possible to physically attend the IP Case Law Conference in 2021. It is possible this event may be held virtually in which case regional participants could attend. Alternatively, CarIPI can organize another webinar covering some conference topics, while envisaging an in-person participation in following years.

8. Training on IP Crime Detection and Enforcement for customs and police

		Activity ID	tbc
IPR concerned	All	Subject	Training
Target Country	All	Location	Virtual/ Antigua and Barbuda (tbc with WIPO)
Start	June 2021	Completion	July 2021
Target Group(s)	Customs, Police		

RELEVANCE

EPA subsection 3, Art. 151-164 speaks about enforcement of IPR

Caribbean countries are a destination of counterfeited goods as demonstrated by past global operations coordinated by INTERPOL which focused on the illicit trade in medicines and dangerous goods. These operations confirm huge quantities of counterfeited or sub-standard medicines, beverages and cigarettes have been reported by Belize, Cuba and the Dominican Republic within the framework of these operations. Moreover, Caribbean Free Trade Zones, are potential focal points for counterfeit and pirated goods.

In June 2020 CarIPI successfully implemented a webinar targeting controllers of customs and police responsible for boarder enforcement with the key objectives:

- To share good practice and recent trends on IPR enforcement matters between EU and CARIFORUM law enforcement agencies; and
- To identify the main challenges and discuss potential future activities that CarIPI can facilitate

Feedback from participants was very positive with 20% indicating satisfaction 'above expectations' and voicing a strong interest in further training and technical assistance in this area.

OBJECTIVES

Under this activity, CarIPI will continue to support the Region by implementing further activities on enforcement targeting senior officers in key agencies (customs and police) with responsibility for and experience in the area of IPR enforcement from the 16 CARIFORUM countries. Actions will include:

- A follow up webinar from the one conducted in June 2020. Subject area to be determined. Examples: counterfeiting of dangerous goods (i.e. medicines, foods & beverages etc.); counterfeiting and piracy related to sport events; "container control" and risk management systems.
- Collaboration with WIPO on at least 1 in-person event

These interventions are expected to contribute to achieving the following:

- Enhanced skills and knowledge of enforcement officials in CARIFORUM in support of combating counterfeiting and piracy;

- Raised awareness on the current challenges and increased level of engagement and networking among key agencies;

EXPECTED OUTPUTS / DELIVERABLES

- 1 webinar on enforcement procedures related to IPRs for all CS
- 1 seminar/workshop conducted in collaboration with WIPO for all CS
- Enhanced capacities of CS customs, police in CARIFORUM with a view to enhance regional sharing of knowledge and good practice

RISK □

Medium risk contingency – in the event of persisting COVID-related travel and other restrictions, the seminar/workshop in-person activity can be converted to a virtual event.

4.4. WP 3: Harmonisation of law and practice

Expected Result III: Enhanced legal and policy frameworks in the area of Trade Marks, Designs and GIs, facilitating the participation in global protection systems in compliance with EPA provisions, and boosting regional harmonisation

9. Support CS in drafting and implementing modernized IP laws

		Activity ID	tbc
IPR concerned	TM, DS, PVR	Subject	Laws
Target Country	All CS	Location	n/a
Start	November 2020	Completion	October 2021
Target Group(s)	IPOs, Draftspersons, relevant decisionmakers, BSOs, businesses		

RELEVANCE

Many CS' IP Laws have not been substantially reformed in the past decades and are in need of modernization to adapt them to the fast-changing business environment and approximate them to the international standards enacted in several international treaties. Reforms regarding different IPR (TMs, Designs, GIs, PVR) are in the pipeline in several countries.

Under this activity, the project will provide CARIFORUM countries, with support for legal drafting and/or review of laws and regulations, as well as support for implementing such laws. This will be coordinated with other actors and programmes that provide support in this area, to avoid duplication.

Specific focus will be placed on the TM laws, which are in most urgent need of updating, given their status and relevance for the region (as the IPR most used of all). The TM model law developed under the IMPACT justice project for the Caribbean countries will be examined and possibly some recommendations put forward. If the existing model law is found not to address the regional dimension appropriately, a reviewed version could be produced.

Under AWP1 the project provided assistance to a) review all CS GI laws currently in place, and b) develop a model GI law (including regulations and forms) which can be used by CS to update their existing legislation on GIs. The model law is currently undergoing a first review process, while under AWP2 consultations with states and stakeholders will be finalized and follow-up training provided.

Several countries have expressed specific needs in this area as well as their concern over the limited number of draftspersons available nationally to focus on modernizing IP laws. One key component in these interventions will be the inclusion of draftspersons from the inception so they understand the context for developing/updating these laws.

OBJECTIVES
The objectives of this activity are: <ul style="list-style-type: none"> – To support CS in drafting and implementing modernized Design and PVR laws – TM: to support implementation of a consistent CARIFOURM wide draft model law on TMs including regulations and forms (based on existing initiatives) – To implement 1 training webinar on TM law targeting IPOs and drafts persons
EXPECTED OUTPUTS / DELIVERABLES
<ul style="list-style-type: none"> – TM draft model law implementation support provided – Support to drafting and implementing Design or PVR laws provided to at least 3 countries – IPOs, legal draftspersons and other stakeholders participating in training
RISK ■
No risk contingency – minimal risk anticipated from external circumstances such as COVID and its negative impact on travel and other in-person interactions as this activity is designed to be implemented mainly virtually

10. GI Manual, Model Law and implementation support

		Activity ID	tbc
IPR concerned	GI	Subject	Laws, training
Target Country	All CS	Location	Virtual
Start	November 2020	Completion	May 2021
Target Group(s)	All CS IP Offices, Draftspersons, OLP producer groups		

RELEVANCE
<p>Caribbean GIs and specialty products need to be promoted to achieve higher presence in international markets, particularly in the EU where consumers are willing to pay higher prices for origin-linked products (OLPs). To fully take advantage of these opportunities, producers of OLPs must be able to register their products as GIs at the national level first, and then seek recognition in the EU through the Agreement being negotiated or through direct application. While there has been registration of GIs at the national level, and internationally, in some countries, most countries do not have a fully operational registration framework in place.</p> <p>There is need, therefore, to understand how the laws can be improved in order to create a legal basis that is likely to deliver on the benefits expected from this type of IPR (to work as a development tool), and in order to be aligned with international standards – facilitating international protection. In addition, a model law will be provided which CS can use to update their GI laws.</p> <p>Under AWP1 an activity was implemented to develop a model GI law which can be used by CS. This project is in the initial stages and have so far resulted in the review of relevant legislation (TM and GIs) existing in the 16 CS. At the time of writing this AWP, the project is working on the first draft model law, to be reviewed by member states, endorsed by the sub-PSC, training of stakeholders and adoption by CS as required.</p>
OBJECTIVES
The objective of this activity under AWP2 will be: <ul style="list-style-type: none"> – Completion of the GI model law, with its regulations and forms – Development of a regional GI Examination Manual

- Coordinating and facilitating a series of webinars and workshops on the model law and also using the GI eLearning modules developed under the project

EXPECTED OUTPUTS / DELIVERABLES

- Sub-PSC endorses model law
- 2 webinars delivered for CS – training in relation to the model law
- IPOs, draftspersons and other stakeholders participating in training

RISK

Extremely low risk contingency – in the event of persisting COVID-related travel and other restrictions, the planned in-person workshops will be converted to virtual events under AWP2 but with the intention of having in-person interventions under AWP3

11. Registration Framework for Plant Variety Rights

		Activity ID	tbc
IPR concerned	PVP	Subject	Webinar, TA
Target Country	All CS	Location	N/A
Start	January 2021	Completion	March 2021
Target Group(s)	IP Offices or administrations in charge of registering PVR, ministries of agriculture or other in charge of PVR		

RELEVANCE

Strengthening of the institutional framework together with capacity building and training in Plant Varieties Rights (PVR) is listed as a priority for many IP Offices of the CARIFORUM countries. The region is strong on research in plant breeding and plant varieties, but evidence has shown that plant varieties developed in the region, are often registered and exploited elsewhere. Commercial activity has growth potential.

Under AWP1, the specific and urgent need of creating a proper PVR registration framework was addressed in the DO. Although the country had an UPOV compliant law (is signatory to UPOV91) and received several PVR applications, there was in fact, until recently, no registration framework in place, and applications could not be processed. During Q1-Q2 of 2020 CarlPI provided technical assistance to implement a registration framework for the PVR Office of the Dominican Republic (OREVADO), in conformity with UPOV and the national legislation. Specific tasks included: a) adaptation of standard forms recommended by UPOV for all phases and processes of PVR applications; draft gazette for publication, b) develop guidelines for the administration and management of application procedures; c) draft business requirements for a database of plant varieties, d) training of examiners, staff and the committee. Thanks to the successful completion of the project, the Dominican Republic is now in a position to receive, process and register requests for plant varieties at the national and international level. Further training of examiners and the committee on aspects of conflicts of interest for example could be facilitated for DO under AWP2.

The experience and results of DO will be shared under this activity, for the benefit of all CS. In addition, a similar type of assistance can be provided to countries that complete their UPOV accession process, such as VC and Jamaica with the legislation already in place and in preparation for joining UPOV.

OBJECTIVES

The objective of this activity is to implement a registration framework for the IPO of VC in conformity with UPOV and the national legislation and to share the lessons learnt from the DO PV Office's experience

in successfully establishing a registration system for issuing PVRs. Additionally, a training event will be organised targeting key stakeholders in the plant breeding sector.

This activity will be organised in collaboration with the DO PV Office (under the Ministry of Agriculture) with the objective of sharing the experience of the implementation of a functioning PVR framework.

EXPECTED OUTPUTS / DELIVERABLES

- Capacities of administrations in charge of registering PVR are enhanced
- At least one webinar on the importance of plant breeding and establishing a functional framework for registration of PVRs in CS. If feasible there will be a regional face-to-face workshop implemented.
- Increased awareness of the importance of plant breeding activities in the region and the need for efficient systems for granting registration of PVRs

RISK ■

No Risk contingency - This activity is expected to be conducted virtually therefore the current COVID-19 pandemic is not expected to impact its implementation.

12. Support for adherence and accession to International Treaties

		Activity ID	tbc
IPR concerned	GI, TM, Design, PVP	Subject	Treaties, training
Target Country	All CS	Location	Virtual and 1 TBC
Start	January 2021	Completion	September 2021
Target Group(s)	Government agencies and institutions involved in policy-making and decision taking in relation to IPR (ministries of agriculture, trade, finance, etc.); IP Offices Heads and Staff		

RELEVANCE

While other project activities contribute to the CS approximation to international treaties (“supporting the endeavor to accede”) by aligning laws and practice with international standards, this activity provides active support to the CS’ policy decisions for accession. Legal and technical assistance for the effective accession and participation of the CS in the global protection systems, preparing for membership to international IPR conventions/ treaties and in helping to strengthen human resource skills, while enhancing their legal and technical infrastructures in ensuring the effective implementation of these international agreements once acceded. The project will provide pre and post accession support to interested CS, on the relevant treaties: Madrid Protocol, STLT, Hague 1999 Act, Lisbon Geneva Act, UPOV 1991.

Where relevant, common practices and methodologies developed by the EUIPN will be extended and manuals addressing common procedures and processes in IPOs will be developed.

OBJECTIVES

The objectives of this activity will be:

- To implement 2 webinars on pre and post accession issues for relevant treaties and interested CS (mainly Madrid and Lisbon Geneva Act, UPOV, to be decided)
- Collaboration with WIPO to implement 1 in-person event on a relevant international treaty
- To develop/adapt information materials on accession to international treaties, as has been done for Antigua and Barbuda in the case of the Madrid Protocol

EXPECTED OUTPUTS / DELIVERABLES

- All 16 IPOs receiving training in this area, with further promotion to the law firms and reps.
- Enhanced capacity of IPOs to address accession processes and procedures

- Increase in the body of information on specific international IPR treaties available to the public

RISK □

Medium risk contingency - in the event of persisting COVID-related travel and other restrictions the planned in-person workshops will be converted to virtual events under AWP2 but with the intention of having in-person interventions under AWP3

13. Identify and Document Common Practices in TM & Designs (Task Force)

		Activity ID	tbc
IPR concerned	TM, Design, GI	Subject	IP practice
Target Country	All CS	Location	n/a
Start	May 2021	Completion	August 2021
Target Group(s)	Policy/Decision makers, IPO Heads and staff, Users of the IP system		

RELEVANCE

There is need to support regional initiatives aimed at the convergence of practice. The overarching goal in this regard is to make doing business in the region easier by offering an increasingly harmonised IP landscape – in terms of law and practice. In this context, a Task Force will be created in the region, which will work – with the support of the PMT – to define and promote common practices in the area of soft law.

Even in the absence of convergence of laws, there are certain aspects in the process of IPR administration that can be harmonised. Where such practice is documented and made available to the public, this leads to enhanced transparency for the users and ultimately more consistency in decision taking.

Efforts will be made to establish a ‘task force’, integrated by those IPOs most interested in a topic, with the aim of identifying and documenting common practices in the area of TM and Designs, which can be accepted by all or most IPOs in CS. Support to the implementation of the Intra-CARIFORUM GI Agreement can also be provided hereunder.

OBJECTIVES

- To contribute to the existing WIPO trade mark manual (common practices on TMs)
- To identify and discuss common practices related to industrial designs

EXPECTED OUTPUTS / DELIVERABLES

- Common practices documented in the area of trade marks
- Common practices discussed on Designs
- Role and responsibility of the Task Force adopted by sub-PSC

RISK □

No risk contingency – This activity is expected to be conducted virtually therefore the current COVID-19 pandemic is not expected to impact its implementation

14. Support Deeper Regional Harmonisation Efforts

		Activity ID	tbc
IPR concerned	All	Subject	TA and training
Target Country	All CS,	Location	n/a
Start	February 2021	Completion	June 2021
Target Group(s)	IPOs and EPA coordinators, CARICOM Secretariat, CARIFORUM directorate, OECS commission, and other relevant actors		

RELEVANCE

In the globalised world, where increasingly firms operate across national borders; regional and international convergence of IP laws are key facilitators. It is recognised that measures and policies, geared toward harmonisation of IPR processes at IPOs, must be taken at the regional level not only to fully attain the objectives of the EPA, but also to facilitate CS companies and MSMEs when expanding their business in the region and beyond. CARIFORUM countries pledged to take action at the regional level with a view to providing enterprises with a regulatory and policy framework conducive to fostering competitiveness through innovation and creativity. On IP matters, it was agreed that further harmonization of intellectual property laws and regulations, further progress towards regional management and enforcement of national intellectual property rights, as well as the creation and management of regional IPR should be urgently addressed.

Within CARIFORUM, the OECS subgrouping today has the highest level of regional integration and therefore presents an opportunity to develop/pilot regional institutions such as ‘observatories of IPR’ and systems of convergence of IP laws. The OECS Commission is to embark on such an initiative. The project will aim to follow and gather outputs, possibly provide feedback to the OECS work if so desired, and to extend and share the same to the CARIFORUM region. This could include a study on regional IP rights, systems or institutions for the CARIFOURM region.

OBJECTIVES

The objectives of this activity will be:

- To support conceptualising / evaluating the feasibility of regional systems or institutions in the field of IPR, by sharing know-how, methodologies and good practices;
- To implement a webinar to share practices in relation to regional harmonisation;
- To gain a better understanding of the actions that could be undertaken by the project in view of regional harmonisation in the CARIFORUM region, such as via studies, or documenting common practices and convergence initiatives, inter alia.

EXPECTED OUTPUTS / DELIVERABLES

- Contributed to further regional harmonisation in the IPR field in the CARIFORUM region (meetings, discussions, reviewed documentation and strategies)
- Lessons learned documented and to be shared with other CS

RISK □

Low risk contingency– all activities can be conducted virtually, therefore, the impact of the COVID pandemic is expected to be minimal.

4.4. WP 4: Generating value and innovation

Expected Result IV: Improved capacity of the productive sector to create, protect, utilize, commercialize and enforce their IP rights, thus stimulating innovation and new business models.

15. Building Capacity of BSOs and SMEs

		Activity ID	tbc
IPR concerned	All	Subject	TA + events
Target Country	All CS	Location	TBD
Start	November 2020	Completion	May 2021
Target Group(s)	Private sector and intermediaries: BSOs, chambers of commerce, export agencies, (potential) GI producer associations		

RELEVANCE

This activity reflects the fundamental need to stimulate the private sector (especially SMEs, micro-enterprises and indigenous communities), to create, protect and manage their own value chains and use IPR as a competitive tool. Particular focus will be placed on designs and trade marks, identifying products with high potential and assisting local private sector entities in deploying strategies for their protection and value creation.

The importance of IP for doing business is under-estimated by the local firms and producers.

TMs are the most popular type of IPR, yet the number of MSMEs registering their TM is still very low, compared to – for example – MSMEs registering a domain name for their websites.

Particularly design rights are grossly under-used in the CS. Registrations are very low. There is a need to raise commercial interest in this type of IPR, to increase the use of design as part of the local business strategies and trigger more design applications. In practice, almost any industrial or handicraft item can and should be eligible for design protection: logos, ornamentation, computer/app icons, product shapes, product packaging, get-ups, web design, etc.

In the area of GIs, (potential) GI holders need assistance for effective implementation of their IPR and business strategies.

Synergies with other stakeholders, actors and initiatives will be exploited for enhanced impact.

WIPO is starting a project targeting the OECS and some other CF countries, whereby the approach lies on supporting the entire value chains of specific origin-linked products. Caribbean Export is also working on strengthening specific sectors with high development potential.

OBJECTIVES

This activity aims at enhancing knowledge and skills of the business sector in the CS to use IPR in their business strategies. The focus will be:

1. Implement at least 2 webinars targeting private sector generally with a focus on specific value chains (e.g. handicraft, cocoa); where possible in-person events can be envisaged
2. To enhance capacities to assess the level of innovation in local businesses – support development of an IP/Innovation assessment tool – collaboration with CEDA

EXPECTED OUTPUTS / DELIVERABLES

- Awareness and skills of business intermediaries /producer associations enhanced

RISK ■

No Risk contingency - This activity is expected to be conducted virtually therefore the current COVID-19 pandemic is not expected to impact its implementation

16. Mentorship Programme: Strategic Use of GIs by Producers Groups and Exporters in the Agro-Business Sector

		Activity ID	tbc
IPR concerned	GI, TM and others	Subject	TA / training
Target Country	A selection of CS	Location	Virtual and St. Lucia (tbc)
Start	November 2020	Completion	June 2021
Target Group(s)	(potential) GI producer associations and relevant representatives, including bureaus of standards (future GI control bodies)		

RELEVANCE

CARIFORUM countries are rich in natural resources and commodities that have the potential to be branded and marketed in a way that allows achieving higher returns.

One of the challenges facing the regional agro-business sector is their limited knowledge of how to use the IP system to leverage the potential value associated with their products. Under the current workplan the focus will be on building the capacity of producer groups to develop and manage a certification system inclusive of making an application for protecting the products using the most suitable IP tool(s).

Geographical Indications (GIs) increase revenues for local producers and satisfy the needs of more conscious and demanding customers. They can lead to higher and more stable export earnings, and can make a positive contribution to rural development, the preservation of diversity, the quality of products and local jobs. The effective use of GIs in the marketing of origin-linked products by CARIFORUM producers has a number of advantages. As most producers in CS operate at a relatively small scale, the higher prices that consumers, particularly in the EU, are willing to pay for such products helps to overcome the challenges of such small-scale production.

Under AWP 1 work has started for the development of GI eLearning modules targeting producer groups. Additionally, work has commenced on the development of a GI Model Law which can be used by CS.

OBJECTIVES

To build capacity among actors in the agro-business sector in relation to IP, entrepreneurship, export capacity and innovation;

To enhance understanding and communication amongst stakeholders of the innovation ecosystem with respect to commercialization of IP/ideas/export requirements;

To generate success stories with regards to expanding business to regional and EU markets, based on a sound IPR strategy; Activities will include:

- Designing and implementing a mentorship programme/virtual incubator for producer groups. Collaborating with WIPO.
- Co-organising up to 2 in-person workshops
- Identifying 6 producer groups to be piloted through the programme
- Sharing of lessons learned with all CS
- Promotion and use of the GI eLearning modules developed under the project

EXPECTED OUTPUTS / DELIVERABLES

- More agro-food producers are prepared to register and market their products nationally, regionally and internationally

RISK

Low risk contingency – it is anticipated that under AWP2 this activity will consist mostly of virtual interventions. There is, however, the possibility to have up to 2 in-person sessions in collaboration with WIPO. In the event of persisting COVID-related travel and other restrictions these in-persons session will be difficult to implement. To mitigate such an eventuality, it is proposed that these activities can be held virtually for AWP2 but with a related in-person event planned under AWP3.

5. PROJECT GOVERNANCE

The governance structure is laid down in the Financing Agreement. For the overall programme (*Support to CARIFORUM States in furthering the implementation of their Economic Partnership Agreement commitments and in meaningfully reaping the benefits of the Agreement*), the Programme Steering Committee (PSC) oversees and validates the overall and policy direction. The PSC members include representatives from: CARIFORUM States, CARIFORUM Directorate, European Commission and the implementing agencies for the different components, and other relevant partners. This overall PSC is responsible for the approval of Work Plans, *inter alia*.

In addition, for the CarIPI project, a “sub-PSC” or “Technical Committee (TC)” is constituted, with representatives from the Commission, the EUIPO, the Heads of the CARIFORUM IP Offices and the CARIFORUM Directorate (EPA Implementation Unit).

The sub-PSC/TC meets once a year, usually in October (virtually or physically where possible back-to-back with other relevant activities), in order to: review progress; review the Overall Work Plan and Annual Work Plans; provide technical guidance and facilitate overall implementation of the project. The national EPA coordinators are furthermore involved as national contact points for specific activities. For details see Financing Agreement and CarIPI Overall Work Plan.

6. VISIBILITY AND COMMUNICATION

The aim of the Communication and Visibility approach is raising the awareness of key stakeholders and beneficiaries about the objectives and activities of the project, as well as the EU-CARIFORUM Economic Partnership Agreement (EPA) provisions and its importance to the strategic partnership of the two regions.

During the first 12 months, the following has been delivered:

- project visual identity pack in accordance with the EC and EUIPO corporate guidelines
- project website plus social media coverage Twitter, Linked-In, Facebook (caripi-hub.com)
- Visibility material: a presentation leaflet to be used both online and offline, templates to be used for events (roll-ups, posters, presentations...) and a complete set of document designs for reports, publications etc.
- IP day campaign: social media posts promoting intellectual property in the Caribbean region, including links to useful IP resources, published every day during a week and celebrating the World IP Day (26 April).
- Media coverage: wide media coverage in the Dominican Republic in relation to the support provided to set-up the PVR framework (features in several national and regional newspapers); more media coverage will be secured under AWP2

During the AWP 2 and the following AWPs, the following will be delivered;

- Enhance the media relations including generalist and specialist media outlets; strengthen presence in social media channels as a project information dissemination mechanism; position the Project as a reliable source of information on intellectual property issues in the region among the media;
- Media relations - Give visibility, using media relations strategies and activities, for the key activities and results of the project. The effort will target TIER 1 media covering Europe, the Caribbean national and regional, and Global media.
- Design of one or several promotional project videos to be used during relevant activities, disseminated, and promoted on the website and social media channels.

