

TERMS OF REFERENCE (Profile)

Title of Assignment:	Two National Experts for the project “Empowering Women in Local Communities through IP (Collective Mark) – Tally Production in Sohag, Egypt (Pilot Project)”
Name of unit/sector:	RNDS Projects Team, Regional and National Development Sector
Place of Assignment:	Home based
Expected places of travel (if applicable):	Sohag, Egypt
Expected duration of assignment:	August 14, 2023 to 30 April, 2024 (9 months)

1. Background

In recent decades, Egypt has made progress in gender equality and workforce participation. However, women's labor force participation remains low at 15.4% compared to men's 67.1%, and the COVID-19 pandemic has exacerbated this issue, causing many women to leave the labor market.¹ To address this, the Egyptian Government is prioritizing the goal of closing the gender gap in workforce participation.

To preserve Egypt's rich heritage of traditional craftsmanship, including "Tally" embroidery, the National Council for Women in Sohag is partnering with UNESCO to train young women in documenting these crafts. Small-scale enterprises have also been established to create employment opportunities in underserved regions and villages.²

Despite their skills, women entrepreneurs in Sohag face challenges in protecting their Tally products through intellectual property (IP). A needs assessment revealed the lack of sufficient IP protection for handicrafts in the region.

Following the WIPO Director General's visit to Egypt in 2022, WIPO and the Egyptian National Council for Women have been working together to develop a project to provide targeted IP training and mentoring to empower women entrepreneurs, emphasizing the importance of integrating IP into their business strategies.

The project's main focus is on leveraging IP, including individual and collective marks, to enhance branding, product value, competitiveness, and market access. The objective is to empower women entrepreneurs in Sohag to use and reap benefits of IP and facilitate their engagement in national and international markets.

The project's delivery strategy includes personalized training and mentorship on IP, business development, branding, packaging, and marketing strategies.

It will also support drafting regulations for a collective mark and establishing a networking forum/organization for women entrepreneurs to gain critical skills and partnerships.

¹ <https://www.worldbank.org/en/news/feature/2023/03/07/egypt-job-creation-and-affordable-housing-are-vital-to-women-s-empowerment>

² <https://ich.unesco.org/en/projects/enhancing-women-s-role-as-custodians-and-artisans-of-egyptian-handicrafts-00093>

Ultimately, the project aims to enable women entrepreneurs and artisans to add value to their products, explore new markets, and gain recognition through collective marks.

2. Deliverables

In the course of this assignment, the experts will work closely with each other and the national focal point to undertake the following deliverables:

Phase 1: Evaluation Review Report and Beneficiary Selection

- Conduct a comprehensive analysis of the current utilization of IP and provide specific recommendations for IP branding, and marketing solutions (both individual and collective) for women entrepreneurs and artisans involved in Tally production in Sohag.
- Carry out stakeholders mapping and make initial recommendations for identifying/establishing a governance entity to register the collective mark, in accordance with the Egyptian legal framework.
- Identify the project beneficiaries from among women entrepreneurs and artisans engaged in Tally production in Sohag.

Phase 2: Awareness and Capacity Building (in conjunction with Phase 1)

- Raise general IP awareness and provide training on branding, IP commercialization and product development through close cooperation with the National Intellectual Property Academy. Focus will include a “trainer the trainer” approach to build on the sustainability of the project.

Phase 3: Development and Filing of Individual and/or Collective IP Rights –

- Support drafting regulations for a collective mark, designing the collective mark logo, and file for collective IP rights.
- Drafting branding strategic tools including a designed logo for the collective IP right and reached an agreement on its final design.
- Supporting filing of individual trademarks if required.

Phase 4: Customized branding and marketing Support for Women Entrepreneurs

- Provide mentoring/coaching on branding and marketing strategies
- Draft the final report.
 - i. Both national experts will prepare an overview of the delivery of the project; (ii) data and interpretation of the satisfaction surveys; and (iii) lessons learned and recommendations

Phase 5: Project Completion - Establishment of a network/community for the women entrepreneurs in the Tally production sector (beyond project participants)

The National experts will also participate in the end of project national meeting/exhibition to present results/experiences.

3. Objective of the Assignment

In view of the above background, WIPO seeks to recruit two National experts to support the implementation of the above-mentioned Project in Egypt.

The specific focus of the National Expert (lead expert - IP and Business) will include the following:

- Identification of the **specific IP related needs** of the project and prepare the Evaluation Review Report, including providing recommendation for IP branding, and marketing solutions (both individual and collective) for women entrepreneurs and artisans involved in Tally production in Sohag.
- Support development and **filing of Individual and/or Collective IP Rights**
- Developing **tailor made business strategies** with a focus on how to improve branding and packaging aspects of specific products

The specific focus of the National Expert (Training) will include the following:

- Developing and **implementing a training phase** on the use and commercialization of IP (trademark/ collective mark). This phase will also include speedy mentoring (provision of expert advice with regard to the application of IP rights as relevant)
- Developing and implementing a customized **mentoring phase** on the use and commercialization of IP

Both experts will be responsible for:

- Developing and implementing a customized **mentoring/coaching** on branding and marketing strategies in the phase of customized mentoring phase on the use and commercialization of IP
- Draft and prepare the Final Project Report

The duration of the assignment is from August 14 2023 to 30 April, 2024 (9 months)

4. Reporting

A meeting will take place every two weeks with WIPO/National Project Focal Points to discuss the status of the project. The experts will communicate regularly with Project Focal Points via email and/or other means as necessary.

The reporting timeline would be as follows:

Deliverable	Time Line
Report on the identification of specific IP related needs of project participants (11 weeks) <i>(National Expert (lead expert – IP and Business))</i>	November 1, 2023
Report on the Training Phase (15 weeks) <i>(National Expert (training))</i>	December 1, 2023
Report on the Development and Filing of Individual and/or Collective IP Rights (15 weeks)	February 15, 2024

<i>This includes IP branding strategic tools</i> <i>(National Expert (lead expert – IP and Business))</i>	
Report on the Mentoring phase (10 weeks) <i>(Both National Experts)</i>	March 1, 2024
Final Project Report Interim draft report should be sent to project partners in Egypt 2 weeks before the deadline for feedback and approval. <i>(Both National Experts)</i>	April 30, 2024

5. Profile

1. The National Expert (lead expert – IP and Business) should have the following qualifications and experience:
 - Advanced degree in law, intellectual property law, business, management or a related field.
 - The lead National Expert will have at least 10 to 15 years of experience in the field of intellectual property.
 - The expert should have technical knowledge on the use and commercialization of IP from a business perspective as well as knowledge of policy issues like IP management, trademarks and collective marks and IP awareness raising.
 - Knowledge of gender equality and diversity issues in IP would be an asset.
 - Practical experience in IP and licensing issues from a business perspective and collective management of rights will be an asset.
 - Experience in conducting studies in IP and review reports.
 - The expert will have good knowledge of Arabic and English.

2. National Expert (training) should have the following qualifications and experience:
 - Advanced degree in law, intellectual property law, business, management or a related field.
 - The international expert will have at least 7 to 10 years of experience in the field of intellectual property.
 - The international expert will have previous experience in developing and implementing IP capacity building programs including development of training

curriculum,

- Knowledge of gender equality and diversity issues in IP would be an asset.
- The expert will have good knowledge of Arabic and English.