



# **Collective Mark for the local economical development Case of Tunisia**



**Dr. Riadh Soussi, Director General  
of INNORPI**



# Context and objectives of the project in Tunisia

01

# Context

The *Committee on Development and Intellectual Property (CDIP)* of the WIPO at its 24<sup>th</sup> session, **held from November 18 to 22, 2019**, approved a DA project proposal on the “*Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue*”, submitted by Bolivia.

The project will be implemented in the following four countries:



Bolivia



Brazil



Philippines



Tunisia

# Objectives of the project



The aim of the project is to develop a supporting and bolstering system to **facilitate the registration of the collective marks of local enterprises as a cross-cutting economic development issue.**

The proposed strategy is divided **in 3 phases:**

01

Identification of potential products/services that could benefit from a collective mark and selection of “pilot” product/service,

02

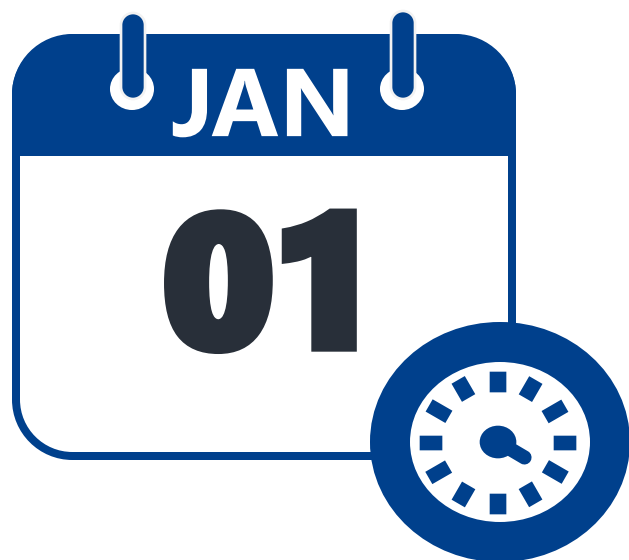
Development, registration and launch of a collective mark of the “pilot” product/service,

03

Capacity building and awareness-raising activities.



# Duration of the project



24 months, starting from  
1<sup>st</sup> of January 2021

## Project team



Mr. George Ghandour and Mrs  
Cristina Martínez Limón, **WIPO**

Mr Haroun Grami, **INNORPI** as the  
**focal point**

Mrs Audrey Aubard, **International  
consultant**

Mrs Wafa Ben Hamida, **National  
Consultant**

Mr Mohamed Messai, **National  
Consultant**



# Phase 1: scoping study

02



**OMPI**  
ORGANISATION MONDIALE  
DE LA **PROPRIÉTÉ**  
INTELLECTUELLE



# Context of the scoping study



01

Selection of the pilot product:  
HONEY and derived products  
by INNORPI in 2020 and  
validation by the Project Team



02

Location  
Ghardimaou/Jendouba region.



03

Identification of honey  
producers group located in Aïn  
Soltane.

# Geographical area



**OMPI**  
ORGANISATION MONDIALE  
DE LA **PROPRIÉTÉ**  
INTELLECTUELLE



# Objectives of the scoping study

A detailed study was carried out on the pilot products and the context by the project experts in order to analyse:

- ✓ the professional structuring (needs in terms of collective structuring),
- ✓ the expectations of professionals and regional stakeholders as well as the potential of the product.

**This study aims at facilitating the implementation of the collective mark for the producers group.**

# Conclusions of the scoping study



- ✓ **Geographical area:** Ghardimaou because it is a restricted territory where the actors are identified as well as the potential products. This would allow a rapid implementation of the project and respect of the agenda set by WIPO and INNORPI
- ✓ **Actors involved:** Producers Groups and associations that have come out in favour of the project. Institutions and project leaders who are able to support producers.

**It will be necessary to create an association to bring together all the actors/producers.**

# Conclusions of the scoping study

- ➔ Agreement on the products covered by the collective mark: beekeeping products, essential oils, natural cosmetic products, local products.
- ➔ It will be necessary to define with the stakeholders the content of the collective trademark: the logo, the name
- ➔ Regulations of use: given the multiplicity of actors / producers, it is recommended to give 2 dimensions :
  1. Compliance with the graphic charter and the rules of use
  2. Production of products in the territory concerned to enhance the work of local producers

**It will be necessary to assist the future association in the definition of the collective mark as well as the content of the regulations of use.**







# Phase 2 : Toward the creation of the association and launching of the collective mark

03



**OMPI**  
ORGANISATION MONDIALE  
DE LA **PROPRIÉTÉ**  
INTELLECTUELLE

# Benefits of Collective Marks for SMEs

-  **CMs create reputation for the products**
-  **Provide guarantee for Consumers**
-  **Gain visibility of the product(s) in the territory**
-  **Pursue customer loyalty**



# Project implementation Tools

- Workshops
- Debates
- Mediation
- Trainings on IP and CM



# Identified pilot products

- Honey
- Products derived from the hive: wax, pollen, propolis and other products such as soaps and candles,
- Essential oils and Hydrosols



# Product Characteristics

- 01 Origin Ghardimaou
- 02 Natural raw materials / natural ingredients
- 03 Artisanal processing process
- 04 Quality: traditional products, used by local people



# Identified producers

- Members of the producers' groups identified in the area
- Individual producers



# Common vision and values shared by the producers





# Outcomes

## OUTCOMES

1

Identification  
of the  
products



2

Online  
debated with  
producers



3

Collective  
Mark outlines'  
definition



4

Organization  
of workshops  
with local  
stakeholders



5

Finalization of  
the future  
association –  
APROG :  
members,  
statutes,  
definition of the  
board, training  
of the future  
members of the  
board



**OMPI**  
ORGANISATION MONDIALE  
DE LA PROPRIÉTÉ  
INTELLECTUELLE

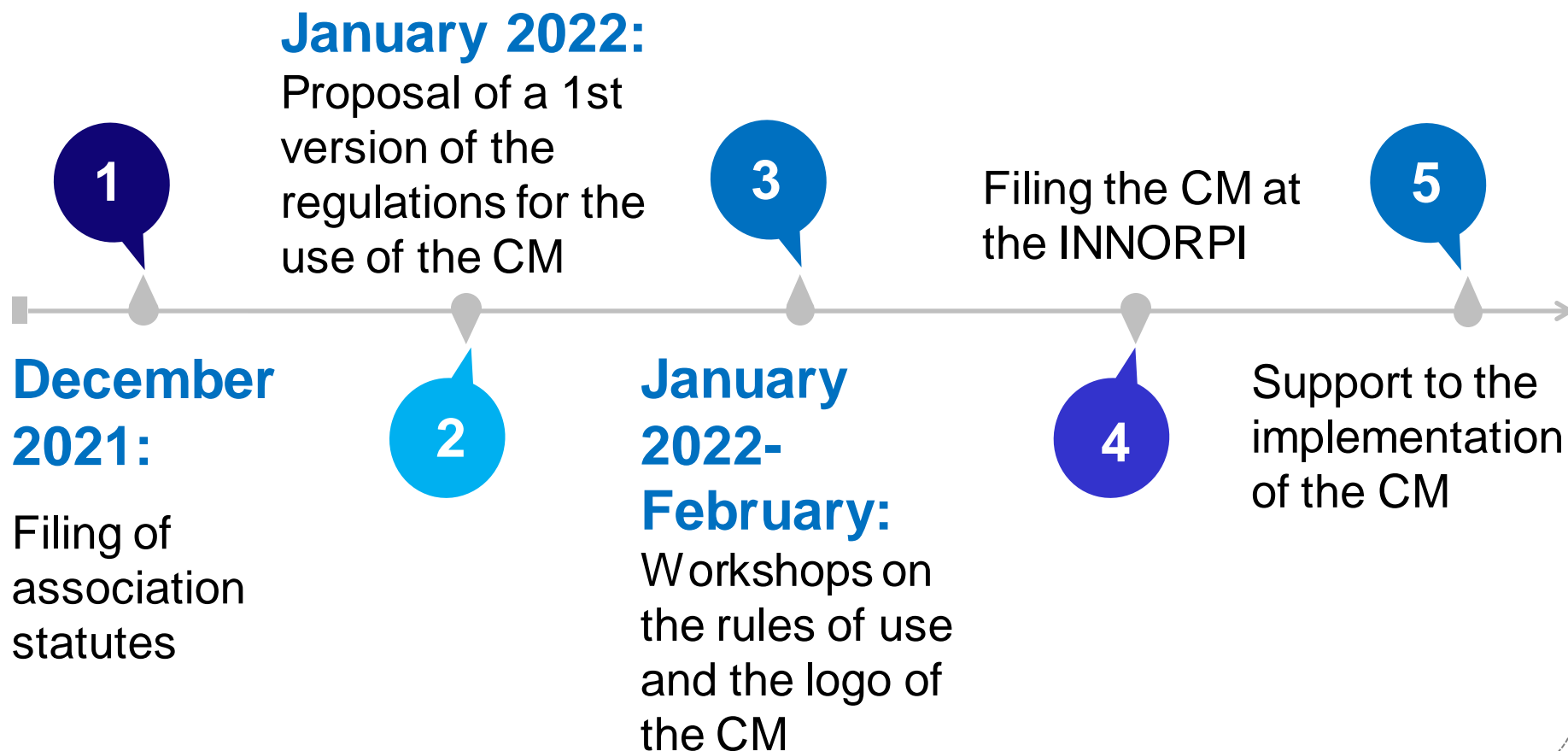
# Identified challenges

- Importance of fieldwork to raise awareness and structure the project among local producers
- Necessary consistency of documents in the local language (French/Arabic) and therefore the need of specific legal, technical skills
- The need to know the administrative deadlines for the proper realization of the project (statutes, filing and instruction of the trademark)



# Next steps

**NEXT STEP**



# THANK YOU!



**Web Site :**  
**[www.innorpi.tn](http://www.innorpi.tn)**



**E-mail:**  
**[riadh.soussi@innorpi.tn](mailto:riadh.soussi@innorpi.tn)**

**OMPI**  
ORGANISATION MONDIALE  
DE LA **PROPRIÉTÉ**  
INTELLECTUELLE