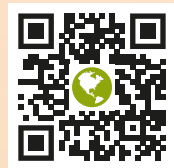


www.learn-ip.eu



**Intellectual Property Rights
and Geographical Identification Training
for Cultural Heritage and Cultural Tourism**



LEARN IP – opportunities from Intellectual Property Rights

Are you active in cultural heritage management or cultural tourism? Then you have certainly been confronted with the issue of intellectual property rights. You, like many cultural stakeholders, are probably concerned about how to deal with it: too complicated, there is hardly any advice, too expensive, too complex. This is a pity, **because the management of Intellectual Property Rights (IPR) is not only important to secure your rights to property, but can also provide you with a so-called “freedom to operate” and even with additional income.**

IPRs such as trademarks, designs, copyrights or geographical indications enable European creative professionals and businesses in cultural heritage as well as in cultural tourism to prevent unauthorized exploitation of their creations and to get compensation for their investment in return. **IPR also offer guarantees to users, buyers and visitors to identify the origin of products and services.**

So far, IPR generation has hardly been included in the curricula of formal cultural heritage and tourism education, simply because it is a subject that many teachers, trainers and learners shy away from. In the professional world very often there is also a financial issue because legal advice for IPR can be expensive and can hardly be covered by smaller institutions. This is all the more regrettable because **IPR cannot only protect rights, but can also be used to develop new business opportunities** for those involved.



I would like to see many actors from cultural heritage and cultural tourism take advantage of the opportunities offered by Intellectual Property Rights. On the one hand, there is certainly a great deal of catching up to do in terms of knowledge, but on the other hand, it is also part of a professional attitude to acquire this knowledge. LEARN-IP is the opportunity that many have been missing.

Karin Drda-Kühn
Association Culture & Work / LEARN-IP coordinator



LEARN IP – the path for valorizing IPR

According to a study carried out for the European Patent Office (EPO) and the Office for Harmonisation in the Internal Market (OHIM)¹, IPR – intensive industries generate nearly 30 % of employment and almost 45 % of economic activity in the EU with 22 % in trade-mark-intensive industries, 14 % in design-intensive industries, 11 % in patent-intensive industries, 5.5 % in copyright-intensive industries, and smaller proportions in Geographical Identification-intensive industries. Related to that, the European report “Access to Finance”² states: “These figures are part of a growing evidence base showing that economic production is undergoing a fundamental transformation. Whereas in the industrial economy most investment was in tangible assets and tangibles were driving growth, in today’s creative economy intangible assets are the main objects of investment, sources of value and drivers of growth”.

This data alone makes it clear **how important it is for cultural practitioners to address the issue of IPR. LEARN-IP is the way to get there.**

Currently, IPR information is spread in different legal frameworks, making it difficult for actors of the cultural heritage and cultural tourism sector to get the right access – simply because they are not familiar with legal terms and procedures. Additionally, not all information is available online and the assessment and interpretation of regulations is even difficult for experts.

¹ “IPR-Intensive Industries and Economic Performance in the European Union – Industry-Level Analysis Report, September 2019, third edition. A joint project between the European Patent Office and the European Union Intellectual Property Office.

² “Good Practice Report – Towards More Efficient Financial Ecosystems: Innovative Instruments to Facilitate for the Cultural and Creative Sectors (CCS)”, page 8, European Union 2016



Bucovina is a unique place in Romania, where traditions, architecture, arts and crafts are well preserved and kept alive. The originality and authenticity are key elements and they are playing an important role to ensure a sustainable tourism development in the region.

The LEARN-IP project will bring new information and solutions for our stakeholders from the cultural and tourism sector, so they will be able to valorise and to protect their ideas, their products and business.

Lacramioara Beilic
Bucovina Tourism Association



The LEARN-IP project covers important themes around IP management, IP protection, even towards IP valorisation for cultural heritage and cultural tourism stakeholders. Since INI-Novation is supporting since many years now the integration of cultural actors and tourism for the benefit of regional socio-economic development, we are very proud that we are part of the consortium. LEARN-IP will create a significant impact on the European level.

Angela Ivanova / Wolfgang Kniejski
INI-Novation Bulgaria OOD



The LEARN-IP project will bring new and meaningful insights for the cultural heritage and tourism stakeholders on a European level. We believe it will motivate them to use IP instruments to protect and valorise cultural heritage and promote tourism. MEDF has been actively supporting the economic development of various actors including in the field of tourism and cultural heritage. This project represents a step forward in our efforts for supporting social and economic development, capacity building and promotion of entrepreneurship.

Dimitar Smiljanovski
Macedonian Enterprise Development Foundation



LEARN-IP – European training programme on property rights

However, European right-holders and asset owners need **access to effective ways of protecting their values internationally for growth and competitiveness** to avoid that the economic and social potential of IPR gets lost. They need **skills to identify, protect, apply and valorise** it. When their ideas, brands and products are pirated and counterfeited, expertise and jobs are affected.

This is exactly where LEARN-IP comes in: The online training programme will be developed 2020–2022 to **support cultural heritage managers and cultural tourism actors with the effective use of digital technologies to check for compliance with IPR regulations**. It will raise awareness of the many IPR regulations and their relevance for products and services.

The training programme will act as an online **“guided tour” through IPR regulations** and will indicate what can be done to **legally protect your property, expertise and knowledge**. It will provide transparency in a field that for many representatives of cultural heritage and cultural tourism is still a no man’s land. The training will also show when professional help is recommended.



Three learning materials will be developed:

- **LEARN-IP Modular Training Course**
- **LEARN-IP e-Learning platform**
- **LEARN-IP Guidelines / Handbook for training courses**

The **main target groups are cultural, religious and creative tourism professionals, cultural workers and cultural / religious heritage managers**. The secondary target group are training providers who will offer the training in the future.

LEARN-IP is in line with the Guidance on the Directive on the Enforcement of IPR of the European Commission, which clearly identified the importance of IPR as a European topic: “In a world where EU companies are increasingly competing on innovation, creativity and quality, intellectual property (‘IP’) is a powerful tool for growing the competitiveness of all companies.”³ (2017).

³ <https://ec.europa.eu/docsroom/documents/26582>



The awareness of actors from cultural heritage and cultural tourism for the opportunities of utilizing IPR will allow IP related firms to provide adequate and target-oriented advice for clients to utilize IPR for their specific needs. Learn-IP will build an important bridge from these cultural sectors to IP and will allow their use in cultural fields with a uniqueness that is even more relevant in a global world.

Thomas Bürvenich / Tergau & Walkenhorst
Patent Attorneys – Attorney at Law



LEARN-IP: European expertise for cultural heritage and cultural tourism

LEARN-IP is implemented by seven European partners with expertise in vocational training, Intellectual Property Rights, cultural and religious heritage, cultural and spiritual tourism, and digital technologies.

- **Kultur und Arbeit e.V. – Association Culture & Work, Germany (coordinator)**
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- **Bucovina Tourism Association, Romania**
www.bucovinaturism.ro
- **INI-Novation Bulgaria OOD, Bulgaria**
www.ini-novation.com
- **Macedonian Enterprise Development Foundation, North Macedonia**
www.mrfp.org.mk/mk/
- **Orthodox Church of Greece**
www.ecclesia.gr
- **Sociedad Regional Educación, Cultura y Deporte S.L, Spain**
<https://srecd.es/>
- **Tergau & Walkenhorst Patentanwälte I Rechtsanwälte, Germany**
<https://tergau-walkenhorst.com/>



IPR knowledge is at the forefront of the Orthodox Church of Greece as one of the main active players in the field of cultural and religious heritage in the country. LEARN-IP brings enormous benefit to the work of the cultural and religious heritage managers of our organisation. We look forward to making the valuable results of the LEARN-IP initiative available to our community members, to meeting the challenges and needs of our target groups and to acting as equal members for the European cultural and religious heritage.



Panagiotis Pogkas
Orthodox Church of Greece



In a mountainous rural area like Liébana region, in the Cantabrian Picos of Europe, with so many assets related to strong traditions, cultural, natural and religious heritage that represent the identity of the community, getting the possibility of learning about IPR makes a real difference. Learning with European colleagues about possibilities, advantages and rights is vital for the development and growth of our community. We would love to see the outcome of LEARN-IP as a blueprint to apply to other similar communities all over Europe. This is not just about Picos of Europe, it is about the Dolomites, Alps, Pyrenees, Balkans, Greek mountains ...

Pilar G. Bahamonde
Director of Centro de Estudios Lebaniegos – SRECD



The marketing of artisanal products also represents a way for communities to strengthen their cultural identity and contribute to cultural diversity. IP can assist in differentiating artisanal products and handicrafts, certifying their origin, or by combating the passing off of fake products as “authentic.”

IP can enable communities to commercialize their tradition-based creations, should they wish to do so, and to exclude free-riding competitors. Communities may thus use their IP to exercise control over how their traditional cultural expressions are used, and to defend against insensitive and degrading use of traditional expressions.

**WIPO.2020. Intellectual Property and Genetic Resources,
Traditional Knowledge and Traditional Cultural Expressions, p. 26**



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Kultur und Arbeit e.V.



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