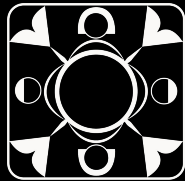


***THE 3CS - GET WEAVING! CAMPAIGN:***  
**A BOTTOM-UP COLLABORATIVE**  
**APPROACH TO SAFEGUARDING**  
**BIOCULTURAL DIVERSITY**



CULTURAL  
INTELLECTUAL  
PROPERTY  
RIGHTS  
INITIATIVE

[www.culturalintellectualproperty.com](http://www.culturalintellectualproperty.com) | [office@culturalintellectualproperty.com](mailto:office@culturalintellectualproperty.com)



*Paving the way for systemic change through cultural sustainability.  
We co-design and implement tools for valuing Traditional Knowledge  
and Traditional Cultural Expressions.*



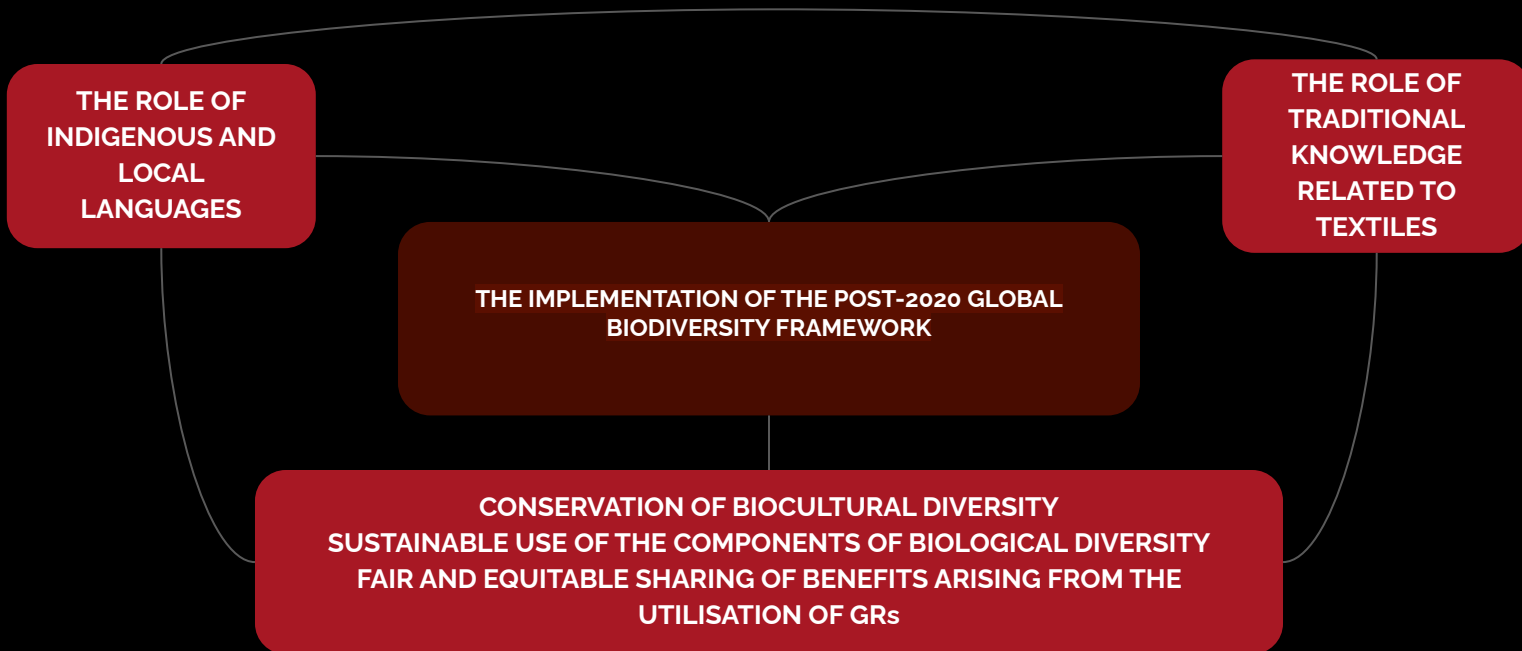
*Cultural Intellectual Property Rights are Human Rights!*

# The CDB

AND TRADITIONAL CULTURAL EXPRESSIONS

THE LINKS BETWEEN BIOLOGICAL AND CULTURAL DIVERSITY

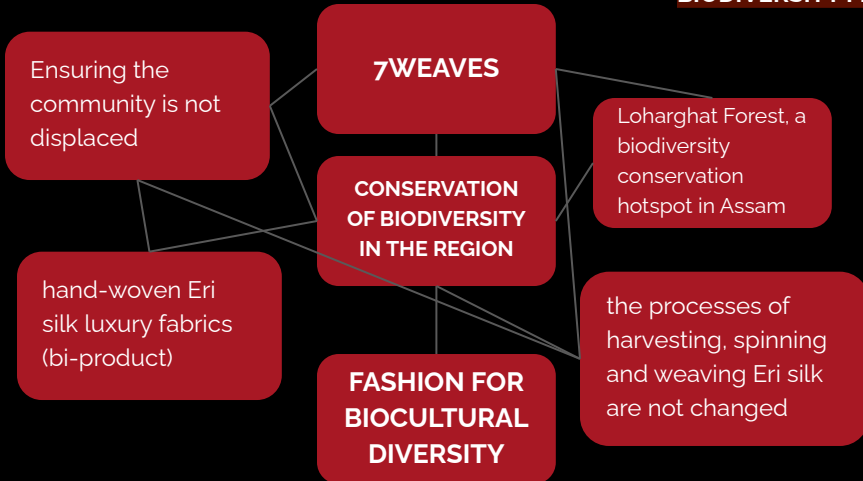
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# WHY...?

## INTERDEPENDENCE & INTERRELATION FOR BIODIVERSITY NURTURING AND CONSERVATION

### THE IMPLEMENTATION OF THE POST-2020 GLOBAL BIODIVERSITY FRAMEWORK



# WHAT...?

## IS THE CULTURAL INTELLECTUAL PROPERTY RIGHTS INITIATIVE® (CIPRI)?

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A **non-state actor** with a **vision** to **contribute to the creation of an international system that nurtures, sustains and protects Traditional Knowledge and Traditional Cultural Expressions.**

50% of CIPRI work is **invested in community actions and pro-bono support** for grassroots-projects and initiatives led by craftspeople and Traditional Knowledge custodians who belong to Indigenous Peoples, ethnic groups and local communities.



# WHO...?

## DOES CIPRI® WORK WITH?

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Since 2018 we worked with **our ecosystem stakeholders** to create legal solutions and advocacy tools for systemic change in fashion and law.

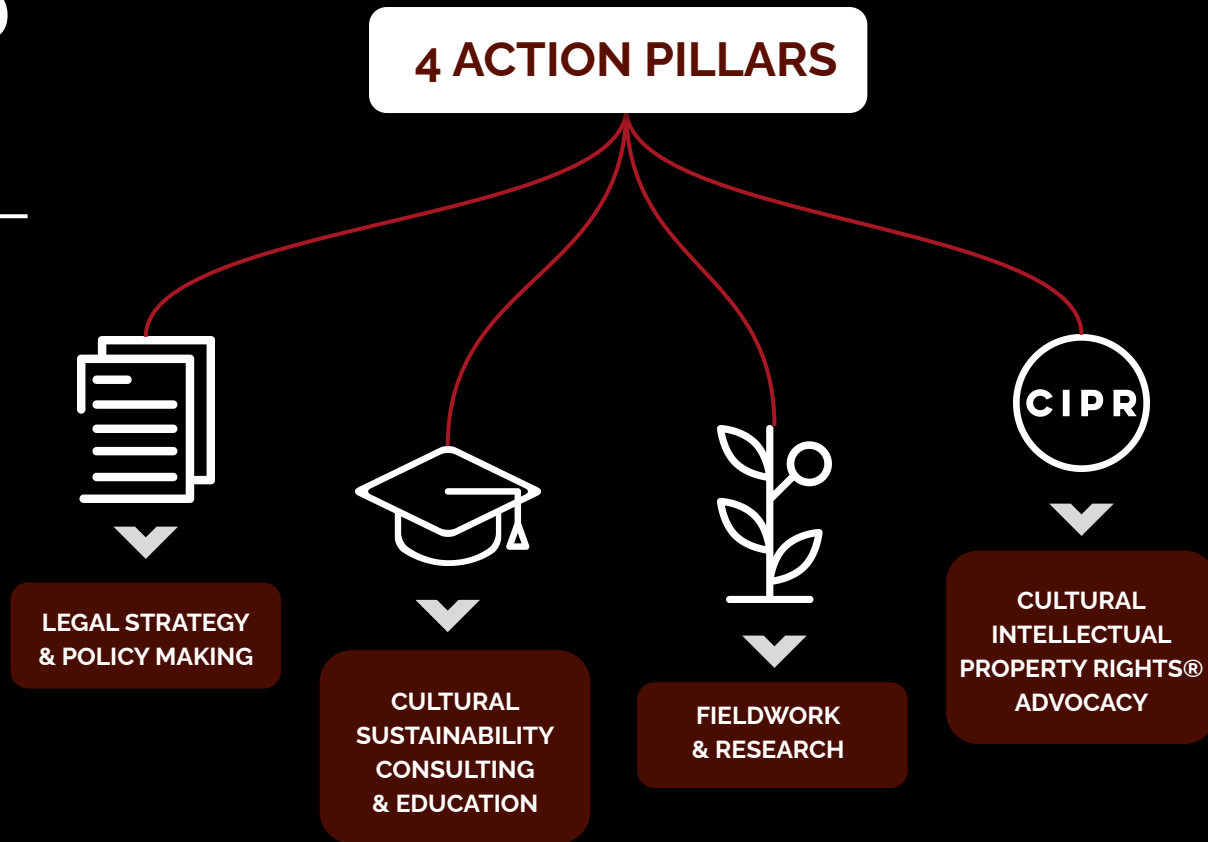
Our Network is an aggregator of **Advocacy and Systems-Change Enablers, Ambassadors** and **Ecosystem Connectors**. With each stakeholder engage in different ways in pursuit of our mission as **mediators** in relationships between different stakeholders in the fashion and craft ecosystem, and **advocates for cultural sustainability** in fashion.



# HOW...?

## DOES CIPRI WORK?

CIPRI comprises a **for-profit entity**, a **not-for-profit entity** and a **commitment-based worldwide community**. We provide services and design systems-changing actions rooted in 4 action pillars:





# OUR WORK IS BASED ON **The 3Cs' Rule**

## **A FRAMEWORK CRAFTED ON DIGNITY, EQUITY AND REPARATION**

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A unique soft law framework **for sustainable, fair and equitable relationships** between Creative Industries and craftspeople or Traditional Knowledge Custodians who belong to Indigenous Peoples, ethnic groups and Local Communities.

- Inspired by article 31 of **UNDRIP**
- Equitable rules of attribution
- The provisions of the Nagoya Protocol related to benefit-sharing arising from the use of GRs



- **CONSENT**
- **CREDIT**
- **COMPENSATION**



### USO DE LOS CONOCIMIENTOS TRADICIONALES

Con el correcto uso de los conocimientos tradicionales, puede haber una contribución significativa en miras hacia una economía más sostenible. La mayoría de las comunidades locales y los pueblos indígenas están situados en lugares donde se encuentran recursos genéticos y son ellos quienes romantan sus procesos y prácticas sustentables que en ocasiones derivan en productos de gran calidad y autenticidad.

### 3C TRADITIONAL KNOWLEDGE

CONSENT · CREDIT · COMPENSATION

### THE TANGIBLE TRADITIONAL KNOWLEDGE

Tangible Traditional Cultural Expressions include objects and visual representations of the community such as jewelry, garments, headpieces, artefacts, traditional instruments, architectural forms and crafts such as pottery, art and textile.

### TRADITIONAL KNOWLEDGE

The word 'traditional' is used not because knowledge is old. It expresses a traditional knowledge with a community meaning that it is developed, sustained and passed on within a community often being part of their cultural or spiritual identity.

and living generation in the cultural community is often subject to long-term

### STUNESEL BATS'I YABTELALTAK

Li bats'i yabtelaltake ja' li k'ustik oy ta lalet kuxeteje (ECT). Li muk'ik jchonolajetelk xchi'uk buch'u snaiik, slok lae k'usi ach'ik ja' yech yabtelike, sk'an xa'beik ba'yuk sk'op buch'utik xchab'oj yabtelike, sk'an ak'o ya'i iteklum, ta jak'bel mi x'u' nich' tunesel li yabtelaltak, yu'unike, li k'usi tek pasbolte xchi'uk k'ustik snai'ike.

### सीआयपीआरआय म्हणजे काय ?

### JKANANTAWANEJETIK

Te mach'atik sk'anantay te bitik na'bilbba ta lalet kux'elajale ja' te bats'it winik antsetik ta jtejk'umetike sok ta parajeetike, kuxul to yu'unik ja' te ay to ta yo'tanik yitel te stale sk'ux'elajalik ta siumalike, te bitik ya snai'ike sok te sp'ijitike.

### पारंपारिक ज्ञान

पारंपारिक रूप संस्कृतिक ज्ञान

### पारंपारिक ज्ञान

पारंपारिक वा शब्द वाचला जाता नाही कारण ज्ञान जुना आहे. हे वस्तुतः समुदायास पारंपारिक संघर्ष व्यवस्था, याचा अर्थ असा की तो विकसित केला जातो, जेव्हा ज्ञान आणि समाजात अशी शक्ती येता जी त्याच्या सांस्कृतिक विचार प्रणालीतून आणवते.

### SOSTENER LA CULTURA

La REGLA DORADA para el futuro es crear sinergias entre los CC, TT, y las tecnologías de la innovación. Asegurándonos de que las plataformas para que esto suceda sean creadas, es el primer paso para asegurar la sostenibilidad cultural. Y cuando esto ocurre, puede haber prosperidad y crecimiento para todos.

### पारंपारिक ज्ञानाचे संरक्षण

पारंपारिक ज्ञानाचे संरक्षण कसा करावे हे स्पष्ट नाही आणि स्थानिक समुदाय आहेत जे आपल्या जीवनातील हे विचार त्यांच्या सांस्कृतिक पद्धती, जीवनशैली आणि ज्ञानाद्वारे हे ज्ञान जिवंत ठेवतात.

### LAS 3CS IA TEJER!

Les presentamos la versión en español de nuestra campaña 'The 3Cs - Get Weaving!'. Esta es una campaña informativa enfocada en la regla de las 3Cs y la terminología relevante asociada con el trabajo creativo de las comunidades indígenas y locales.

The 3Cs' Rule Framework in practice

# OMA, LAOS







# OUR COMMITMENT TO THE **ACTION AGENDA**

## **A FRAMEWORK CRAFTED ON DIGNITY, EQUITY AND REPARATION**

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By 2030, we pledge:

- to facilitate the implementation of the 3Cs' Rule: Consent, Credit, Compensation© Framework in the benefit of over 100 communities or Indigenous People-led projects in Europe, South-East Asia, India, Latin America and East Africa.
- to translate the The 3Cs - Get Weaving! Campaign into over 60 languages.



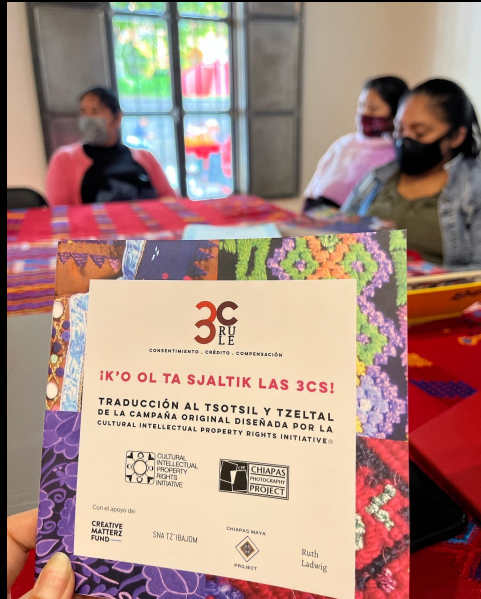
• **CONSENT**

• **CREDIT**

• **COMPENSATION**

# The 3Cs - Get Weaving!

## CAMPAIGN - REGIONAL DISSEMINATION STRATEGY LATIN AMERICA



- translation and interpretation of the Campaign by Indigenous women from Chiapas into Tsotsil and Tzeltal
- dialoguing about the translations and interpretation of the concepts and their applicability to the realities in the communities
- ensuring that the intended beneficiaries of the tool are engaged in and have control over the process of applying the tool





# The 3Cs - Get Weaving!

CAMPAIGN - REGIONAL DISSEMINATION STRATEGY LATIN AMERICA

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- 500 brochures were printed in Mexico City distributed in Chiapas
- 3 consultations conducted via alliances with 3 local actors: *NGO Impacto*, *Sna Jolobil*, *Malacate Taller Experimental Textil* - collectively they work together with over 800 Indigenous Artisans in Chiapas
- over 15 hours of consultations
- 24 days of cultural context immersion



THE MEXICO 2022 FIELDWORK AND CONSULTATIONS WITH

# INDIGENOUS ARTISANS

IN CHIAPAS REPORT

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- the need to facilitate consultations on women-led decision-making processes at community level
- requests for actionable solutions for legal education in Chiapas and international legal protection and access to information
- critiques of the new law on the Protection of the Cultural Heritage of Indigenous People and Afro-Mexican Communities





SUPPORTING THE IMPLEMENTATION OF THE POST-2020

# GLOBAL BIODIVERSITY

FRAMEWORK

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- **Section K. Communication, education, awareness and uptake**
- **Facilitating engagement of diverse non-state actors through the cross-sectoral nature of our ecosystem**
- **Particular focus on Targets 20, 21 and 22**



**Type of Strategy:**

*Hybrid*

**General Goal:**

*Awareness, Education and Leadership on the legal protection and safeguarding of Biocultural Diversity, TCEs and associated TK*

**Level of communication:**

*Hybrid -ll our ecosystem stakeholders - Systems-Change Enablers (i.e. Governments, International Organizations, NGOs.), Fashion and Creative Industries and Indigenous Peoples and Community-led Initiatives, the Public at large*

**Audience:**

*Indigenous Artisans in Chiapas, Mexico*

**Campaign Goal:**

*Recognizing IPLCs as knowledge partners*

*Shifting mindsets*

*Guiding best practices for fair and equitable collaborations between creative industries and Indigenous Peoples, ethnic groups and local communities*

# THANK YOU!

WE ARE HERE TO CONNECT, SUPPORT AND BUILD SYNERGIES

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Let us connect!



[culturalintellectualproperty.com](http://culturalintellectualproperty.com)



[whywecraft.eu](http://whywecraft.eu)

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