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

- The Role of Indigenous and Local Languages
- The Role of Traditional Knowledge Related to Textiles
- The Implementation of the Post-2020 Global Biodiversity Framework
- Conservation of Biocultural Diversity
- Sustainable Use of the Components of Biological Diversity
- Fair and Equitable Sharing of Benefits Arising from the Utilisation of GRs
WHY...?

INTERDEPENDENCE & INTERRELATION FOR BIODIVERSITY NURTURING AND CONSERVATION

Ensuring the community is not displaced

hand-woven Eri silk luxury fabrics (bi-product)

7WEAVES

CONSERVATION OF BIODIVERSITY IN THE REGION

Loharghat Forest, a biodiversity conservation hotspot in Assam

the processes of harvesting, spinning and weaving Eri silk are not changed

FASHION FOR BIOCULTURAL DIVERSITY

THE IMPLEMENTATION OF THE POST-2020 GLOBAL BIODIVERSITY FRAMEWORK

THE IMPLEMENTATION OF THE POST-2020 GLOBAL BIODIVERSITY FRAMEWORK
WHAT...?

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

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.
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:

- **LEGAL STRATEGY & POLICY MAKING**
- **CULTURAL SUSTAINABILITY CONSULTING & EDUCATION**
- **FIELDWORK & RESEARCH**
- **CULTURAL INTELLECTUAL PROPERTY RIGHTS® ADVOCACY**
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

OUR WORK IS BASED ON The 3Cs’ Rule
A FRAMEWORK CRAFTED ON DIGNITY, EQUITY AND REPARATION
The 3Cs' Rule Framework in practice

OMA, LAOS
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.
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

- 500 brochures were printed in Mexico City distributed in Chiapas
- 3 consultations conducted via alliances with 3 local actors: NGOimpacto, 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 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

- 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

Let us connect!

CULTURAL INTELLECTUAL PROPERTY RIGHTS INITIATIVE

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