

Closing the gender gap in IP through Grooming a Successful Woman with Intellectual Mind (GSWIM) at the community level in Uganda

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A Brief Background of GSWIM

- ▶ Grooming a Successful Woman with Intellectual Mind is an organization which empowers and inspires women to be successful through using Intellectual Property knowledge (creativity and innovation). GSWIM focuses on growing women by changing their mindset and encouraging them to come up with unique business ideas which are transformed into business products for commercial value



Where is the Gender gap in IP at the community level in Uganda?

- ▶ Most of the women from the Ugandan communities have business ideas and are into creativity and innovation but they are not even aware that their work is a result of creativity.
- ▶ More so, they can not even implement their business ideas to successful business ventures because of limited resources and opportunities.
- ▶ Take an example; The disadvantaged ones have given up on the business life due to being unfortunate with no hope of development as they believe.



Lack of knowledge on Intellectual Property and it's benefits towards their business growth.

Product production with no sense of growing in line with Intellectual Property

Being from the community with humble backgrounds & gender inequality, these women can not even go an extra mile of executing their business ideas to a recognised level as women to gain a competitive advantage to that of men.



Lack of self-confidence and motivation

Limited growth due to African beliefs

- ▶ Some women have business ideas but they lack the confidence that they can also do better for improved welfare.
- ▶ Others are just struggling to execute their business ideas with less privileges to thrive through due to the circumstances around their working environment such as limited capital, resources, recognition, inferiority, support, knowledge and market break through.
- ▶ This has rather left them unemployed with increased domestic violence leading to single motherhood and depression.

A group of women at zero business level



What are we doing as GSWIM to close the gender gap using IP at the community level?

Solving the problem of gender inequality using IP in the community setting

- ▶ We bring hope, inspiration, motivation, persistence, confidence, courage and determination to these women who are helpless and hopeless to start believing in their potential for creativity and innovation.
- ▶ By this, we meet them in small groups to speak out their interests and passion for technical and financial support.

Women sharing their business ideas for enhancement and financial support



Changing women's mind-set towards business growth using Intellectual Property tools

Women testing their business ideas and selling them out to their friends for improvement.

Speaking to women's minds

- ▶ This is where the inspiration and motivation journey starts from involving them in participation of developing business ideas and taking them to the market for testing how the customer will perceive them.
- ▶ This is done to open their minds to different business ideas and how they can be able to take them to the market.



Empowering women with different business skills according to their interests in the community

Making shaggy mats and bottle decorations out of threads



Making liquid soap for cleaning purposes



Intellectual Property for the young through encouraging and training a girl child on how to be creative and innovative at a young age : A life skill for self-sustainability

Creativity for the young on how to make books for basic school requirements

Finished books ready to be used at school



Equipping women and a girl child from remote communities with the basic and sustainability skills for their improved welfare through creativity

Training women from rural areas on how to make Vaseline and branding for a competitive advantage at the village level

Training a girl child on how to make sanitary towels in rural areas to keep them in schools.



Impact of the trainings: Product development out of the trained skills

Empowering women on how to apply Intellectual Property tools in their business products such as Trademarks, Industrial designs and Trade secrets as IP basics

Women ready with finished products are now taken into series of applying Intellectual Property tools for their business growth and branding.



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Mentoring women entrepreneurs into product name identification, improving on their product designs and keeping their trade secrets as tools for growth and development. “Closing the gender gap with IP”

Applying the real sense of IP in business for product development and branding by women in the community

Improved women’s products with Intellectual Property techniques for brand building purposes towards development



GSWIM using Intellectual Property to close the gender gap in the community through empowering women from the grass root to a recognized entrepreneurship level towards brand building

Training on Intellectual Property for branding and Product Development to women Entrepreneurs in the community organized by WIPO through it's LDC office in cooperation with GSWIM & MOJCA

Well branded products of women entrepreneurs at the WIPO, GSWIM & MOJCA Product Expo.



Women leveling up their businesses with Intellectual Property Rights Acquisition (sealing the whole process through gender equality and IP.

Mentorship program for women entrepreneurs going through the registration process of a trademark for their business development with IP

The disadvantaged group joining hands to form a group company for their products commercialization.



However, there are Challenges faced by women in the community in trying to overcome the gender imbalance using IP as a tool for growth and development

- Limited knowledge on IP for business development more especially to women from remote communities who can not read neither write but are into creativity and innovation.
- Limited resources to women to execute their business ideas fully to that of men. Also from the organization to support women activities in the community.
- IP registration process is too expensive for women from the grass root level to also protect their IP rights.
- Commercialization of women's IP Rights from the community level to a National level is still a big challenge in supporting women's growth in bridging the gender gap to some extent in Uganda.

THANK YOU FOR LISTENING

