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From: [REDACTED]
Sent: 22 October 2017 12:44
To: industrialstrategy
Subject: Protection for the Intellectual Property Rights of Intangible Cultural Heritage

I would like to propose that the UK provides protection for the IPR inherent in intangible cultural heritage. Most countries do this through signing the UNESCO Convention on ICH, but (other than Scotland, which wishes to sign) the UK does not wish to sign. We need an alternative method of protection.

The opportunity is that our ICH provides huge value added to both tangible and intangible products (think of a Saville Row suit, for example). The threat is that other than one geographical protection (Wensleydale cheese) our products have no ICH protection - you can make other cheeses any way you like.

Scotland has shown how protecting its ICH by acting as if it had signed the UNESCO convention, it has increased the value - and thus the profits and sustainability - from its tourism industry.

As we become more and more reliant on the quality of our products, realising the value of our ICH will become more and more important.

I suggest you invite the Heritage Crafts Association, Museums Scotland and representatives of ICH in the UK for further details. Sadly, there are few organisations outside Scotland which represent ICH, but the Heritage Crafts Association may be able to put you in touch with others.

With thanks,

[REDACTED]

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[REDACTED]
[REDACTED] Heritage People CIC, a community interest company registered number 9148302
W +44 1723 [REDACTED] M +44 7943 [REDACTED]