



***VIRTUELLT NORDISKT EXPERTSEMINARIUM OM  
IMMATERIALRÄTT OCH SKYDD AV SAMISK TRADITIONELL KUNSKAP  
22.10.2020***

## **Talare och panellister enligt programmet**

***VIRTUAL NORDIC EXPERT SEMINAR ON  
INTELLECTUAL PROPERTY & PROTECTION OF SÁMI TRADITIONAL  
KNOWLEDGE***

***22 OCTOBER, 2020***

***SPEAKERS AND PANEILLISTS FOLLOWING THE ORDER OF THE PROGRAM***

# President Tuomas Aslak Juuso



- ▶ **Tuomas Aslak Juuso** or **Gáijjot Ánte Issahá Duommá** was born in Lahti February 7, 1985. Juuso has grown up both in Lahti and Karesuvanto. Juuso completed vocational degree in Reindeer Husbandry Entrepreneurship in Sámi Education Institute in Toivoniemi, Kaamanen.
- ▶ Juuso was elected as the President of the Sámi Parliament in February 2020. Juuso was selected to the Sámi Parliament in Finland for the first time in 2008 and he begins his third term 2020-2023.
- ▶ Juuso has been actively involved in the activities of Sámi society since he was young. Juuso was the Chair of the board of the Finnish Youth Sámi organization (Suoma Sámi Nuorat) in 2005-2007 and 2009-2012. He has also chaired the United Nations (UN) Global Indigenous Youth Caucus in 2012-2015 and was a member of the Global Indigenous Coordination Working group of the UN world Conference on Indigenous Peoples in 2012-2014. He has also been involved in many negotiation processes at the UN.
- ▶ The rights of indigenous peoples are important to Juuso, and according to him the UN Declaration on Indigenous Peoples is the reason why he ran for the Sámi Parliament in the first place. Juuso comes from Raittijärvi, the Village of Kaijukka, where reindeer husbandry is based on the old siida system.

# President Aili Keskitalo



- ▶ Aili Keskitalo, eller Biehttár-Heaikka Elle Máreha Áili, er president for Sametinget i Norge. Hun har representert Norske Samers Riksforbund (NSR), og Ávjovárri valgkrets, i Sametinget siden 2005. Hun er den første kvinnelige sametingspresidenten i Norge.
- ▶ Hun er gift, har tre døtre og bor i Guovdageaidnu.
- ▶ Keskitalo har en master i offentlig administrasjon fra Copenhagen Business School, der hun sammenlignet høyere utdanningsinstitusjoner for urfolk i Sápmi og Kalaallit Nunaat.



# Styrelseordförande Per-Olof Nutti



- ▶ Jag är född 1965. Mitt samiska namn är Ella Nilsa Biete Ber Ovlá. Jag är gift och har sju barn. Hela livet har jag ägnat mig åt renskötsel. Jag har varit ordförande för Könkämä sameby i tre omgångar under åren 1989-2006, men har även haft andra uppdrag inom samebyn som sekreterare, kassör och arbetsledare. Jag var ledamot i Samerådet 2011-2015.
- ▶ Under mandatperioden 2013-2017 var jag sametingsledamot och vice ordförande i presidiet. Den här mandatperioden tar jag på mig uppdraget som styrelseordförande med stor ödmjukhet. Genom åren har jag lärt mig att lyssna på människor och det vill jag ta med mig även i detta uppdrag.
- ▶ Förutom allt detta är jag även artist, slöjdare och fiskare.

# Avdelingsdirektør Magne Svineng



- ▶ Magne Svineng, nordsame fra Karasjok.
- ▶ Utdannet økonom ved Norges miljø- og biovitenskapelige universitet (NMBU).
- ▶ Har jobbet som avdelingsdirektør på Sametinget siden 2001. Leder i dag avdelingen som ansvar for næring, kultur, helse og bibliotek. Har kontorsted i Karasjok.

# Avdelningschef Susanne Idivuoma



- ▶ Jag arbetar som avdelningschef för kultur på Sametinget. Jag har tidigare arbetat som kulturhandläggare sedan 2011 på Sametinget och före det som samisk forskningsarkivarie vid Institutet för språk och folkminnen i Umeå sedan 2004. Jag har bachelor i etnologi och historia, har läst museologiprogrammet och mastersutbildningen i organisation och ledarskap. Bor i Kiruna.

# Cultural Secretary Riitta Orti-Berg



- ▶ Riitta Orti-Berg is the Cultural Secretary, the Cultural Secretary prepares the proposals and represents the Cultural Committee of Sámi Parliament. Cultural Committee works under the executive board of Sámi Parliament in Finland. The Committee prepares the proposals, initiatives, statements and comments concerning the Sámi cultural heritage for the Sámi Parliament. The Cultural Committee is also in charge of distributing the state Sámi cultural allowance and supervise the use of the money.
- ▶ Riitta Orti-Berg is a 54 years old Sámi belonging to a reindeer herding family. She lives in Karigasniemi, in Sápmi (the Northern part of the Sámi Homeland area in Finland). Her family includes husband and three adult children.



# Director General Riitta Kaivosoja



- ▶ Ms. Riitta Kaivosoja is Director General at the Department for Art and Cultural Policy at the Ministry of Education and Culture of Finland. Her main responsibilities include art and cultural policy, cultural heritage, audiovisual culture, copyright issues, church affairs, strategic planning and resources. She has worked at the Ministry since 1990, her extensive career including work with both education and cultural policies. Before that, she worked with legal issues at the Regional Administration of Häme and the City court of Jyväskylä. She holds a masters degree in law and a candidate in behavioural sciences



# Adviser Silja Somby



- ▶ Silja Somby works as an adviser at the cultural section at the Sámi parliament, Norway. She has been working at the Sámi parliament since 2016, and she has been focusing on Sámi literature, music and traditional vocal expressions (aka yoik), visual arts, Intangible Cultural Heritage and internationalisation of the Sámi arts, in addition to administrative tasks. Somby is originally from Sirbmá in Deatnu (Tenon), but she currently lives in Guovdageaidnu, Norway and is a freelance filmmaker.
- ▶ Silja Somby jobber som rådgiver i kulturseksjonen ved Sametinget. Hun har jobbet på Sametinget siden 2016, hvor hennes fokusområder bl.a. har vært litteratur, musikk og tradisjonelle vokaluttrykk (joik), visuell kunst, immateriell kulturarv og internasjonalisering av samisk kunst, i tillegg til administrative oppgaver. Somby er opprinnelig fra Sirbmá i Deatnu (Tana), men hun bor for tiden i Guovdageaidnu, Norge og er frilans filmskaper.



# Facilitator Harriet Deacon



- ▶ Harriet Deacon is a historian with interests in tangible and intangible heritage management, public policy on heritage, intellectual property law and the intersection between culture and development. She has a PhD in History and a MSc in Management of Intellectual Property. Employed as a materials developer and facilitator on the UNESCO capacity-building programme on the Intangible Heritage Convention since 2010, she has facilitated UNESCO workshops in Central Asia, Western and Eastern Europe, Asia, Africa and in Latin America and the Caribbean. She was co-facilitator with Rieks Smeets for three ICH workshops in Norway (including the workshop on Sámi ICH in Karasjok, 2019), and one in Finland, at which Sámi were represented. She has consulted to WIPO on traditional knowledge issues, including representing WIPO at an EMRIP Seminar on Right to Repatriation of ceremonial objects and human remains under the UN Declaration on the Rights of Indigenous Peoples in Canada (March, 2020). She reports on the WIPO Intergovernmental Committee on Traditional Knowledge for an Italian NGO (SIMBDEA). At present, she is affiliated to the Coventry University Centre for Dance Research (UK), working on British Academy and British Council funded research projects in India and Kyrgyzstan exploring the role of intangible heritage in sustainable development.



# Senior Legal Officer Daphne Zografos-Johnsson



- ▶ Daphne Zografos Johnsson is a Senior Legal Officer in the Traditional Knowledge Division of the World Intellectual Property Organization (WIPO). She has twenty years of experience researching and working in the area of intellectual property, traditional knowledge and traditional cultural experience. Prior to joining WIPO, Daphne was a Lecturer in Intellectual Property Law at the University of Reading in the UK, and a Visiting Lecturer in Trademark Law at King's College London and Queen Mary, University of London. Daphne holds an LLM in Intellectual Property Law from University College London and a PhD from Queen Mary. Her thesis focused on the use of existing intellectual property rights to protect traditional cultural expressions. Daphne is now also the Head Tutor of WIPO's Advanced Course on Intellectual Property, Traditional Knowledge and Traditional Cultural Experience. Daphne is passionate about intellectual property and sustainable development. She has travelled widely, both in her work and free time and is always curious to discover new countries and cultures.



# PhD student Tuomas Mattila



- ▶ I am writing my doctoral thesis in University of Helsinki, in the faculty of law. My work concerns the collective authorship in the copyright law. The fundamental question in my work is, how the individualistic concept of authorship could be adapted to collective creative process, which involve several different participants contributing to the process with different inputs.
- ▶ In relation to my PhD-studies I have worked for several years on the field of indigenous cultural rights, particularly from the viewpoint of intellectual property rights. My main interest is the borderline of culture as a collective and shared intangible asset and the intellectual property rights. One of the main questions is how intellectual property rights could be used to support the maintenance, continuity, and vitality of collective cultural phenomena.
- ▶ My publications concerning the indigenous rights in particular cover the following study and articles: "Needs of the Sámi people for intellectual property protection from the viewpoint of copyright and trademarks – especially with regard to duodji-handicrafts and the Sámi dresses", published by the Ministry of Education and Culture in 2018, and the articles "Copyright Protection of Sámi Traditional Cultural Expressions in Finland", published in Nordiskt Immateriellt Rättsskydd (3/2019). My next article "Trademark protection of traditional cultural expressions of Sámi people in Finland" is scheduled to be published in Nordiskt Immateriellt Rättsskydd, (2020/4).
- ▶ I can be contacted via e-mail in [tuomas.mattila@helsinki.fi](mailto:tuomas.mattila@helsinki.fi).

# Sámi musician Anna Näkkäläjärvi-Länsman



- ▶ Ánnámáret is Anna Näkkäläjärvi-Länsman, a Sámi musician who lives and whose work is based in Nuorgam, Finland. After graduating from the Uniarts Helsinki's Sibelius-Academy, Näkkäläjärvi-Länsman has worked extensively as a professional in the field of music in Sápmi, the Land of the Sámi.
- ▶ In recent years, she has looked at the yoik tradition of her family by studying archival tapes. As a result of this work, she has created the multi-form work of art called *Nieguid duovdagat – Imaginary landscapes*, in which yoiking, the playing of the bowed lyre *jouhikko* and modern live electronics are combined with live visuals. Her own band Ánnámáret Ensemble has released two records (*Beallječijat* in 2011 and *Gollehelmmot* in 2016), which consist of yoiks and songs that Näkkäläjärvi-Länsman has composed and written the lyrics for in the Sámi language.
- ▶ Näkkäläjärvi-Länsman is pursuing artistic postgraduate studies at the Sibelius-Academy of the University of the Arts Helsinki with the subject of the Sámi yoik and its manifestation in this time. Ánnámáret's strength as an artist springs from having grown up between two cultures and, thus, in understanding these cultures and their collisions and similarities.



# Senior Legal Adviser Jerker Rydén



- ▶ Jerker Rydén joined the National Library of Sweden in August 2007, and is Senior Legal Adviser. As Senior Legal Adviser, he assists the National Librarian as well as the different departments of the Library on legal matters, especially Copyright and other legal matters relevant to the making available of the library's Corpus. Over the past years Mr. Rydén has been appointed expert by the Swedish Government and participated in the revision of the Swedish Copyright Act as well as other legislation such as Data Protection Act and Electronic Legal Deposit Act. Prior to joining the Copyright Office in August 2007, Mr. Rydén was Senior Legal Counsel of the National Heritage Board. Prior to that he was Lawyer and member of the Swedish Bar and Member of SwedenBio's Expert Committee on IP Law. Mr. Rydén received his LL.M and BBA degrees from Stockholm University. After he received his degrees Mr. Rydén was Junior Judge at Uddevalla District Court. He currently serves on the Board of the Trust for Legal Information, Stockholm University.



# PhD Klemetti Näkkäläjärvi



- ▶ Klemetti Näkkäläjärvi works in International Centre for Reindeer Husbandry (ICR) in Norway, Kautokeino as a project leader. He is studying climate adaptation and co-production of knowledge in Saami reindeer herding culture.
- ▶ In 2019 he worked as co-project leader in a research project SAAMI – adaptation of Saami people to the climate change at the University of Oulu. He has worked as full-time president of Sámi Parliament of Finland in 2008-2016.
- ▶ His educational background is cultural anthropology, Saami culture and language. He has held various scientific and positions of trust on Saami language, Culture, traditional knowledge and biodiversity.

# Lawyer Charlotta von Troil



- ▶ Charlotta is a lawyer in the Unit for International and EU affairs in the Ministry of the Environment in Finland. Her work relates to questions of constitutional and international law, and in particular to the international environmental agreements to which Finland is a Party. Since 2017, she has participated in the Finnish delegations to the Article 8j Working Group under CBD. She also follows IP rights as a horizontal issue in other processes.

# Legal Advisor Matilda Månsson



- ▶ For several years Matilda Månsson has advocated human rights, social inclusion and environment issues, not the least through her own legal consulting company and engagement in various NGO's.
- ▶ Matilda Månsson holds a Master of Law from Lund University, Sweden. Previously she has worked at the Public Administrative Court of Luleå and the Embassy of Sweden in Budapest.
- ▶ Since 2015 she works as a legal advisor for the Sámi Parliament in Sweden to enhance the legal protection and recognition of Sámi rights, culture, traditional occupations, land use and Sámi self-determination. At the moment she coordinates the work on international issues including engagement in various UN processes and national implementation of international conventions on Indigenous Peoples' rights, biodiversity, climate change and sustainable development.
- ▶ Originally from the city of Motala in southern Sweden Matilda has had several homes in Europe and Sápmi. Currently she shares her time between two homes in Berlin, Germany and Staare (Östersund) in South Sápmi (Sweden).



# Senior Adviser Linda Lund



- ▶ **Navn:** Linda Lund
- ▶ **Arbeidssted:** Klima- og miljødepartementet, Norge
- ▶ **Utdannelse:** Jurist med spesialisering i internasjonal miljørett
- ▶ **Faglig ansvarsområde:** Internasjonal miljøkriminalitet, urfolk under CBD-8j og genetiske ressurser
- ▶ Følger CBD-prosessen med tanke på 8j og representerer Norge i ad hoc-arbeidsgruppen på 8j. Arbeider med implementering av Nagoya-protokollen i norsk regelverk. Ansvarlig for internasjonal miljøkriminalitet som tema i KLD.

# Legal Advisor Martin Berger



- ▶ Martin Berger is a legal advisor at the Designs and Trademark Department of the Swedish Patent and Registration Office. Martin has a law degree from Uppsala University and has worked at the Swedish Patent and Registration Office (PRV) since 2007. He has extensive experience in the field of trademarks, copyright and geographical indications. Martin has represented PRV on numerous occasions at EUIPO and WIPO in different working groups as well as participated in legislative work on national as well as international level. In May 2019, Martin participated at the Practical Workshop on Intellectual Property, Traditional Knowledge and Traditional Cultural Expressions for Countries from the Arctic Region in Iqaluit, Canada.

# Rune Fjellheim

▶ SSSSS

BILD



# Researcher Eero Niemelä



▶ SSSSS

# Open policy manager Brigitte Vezina



- ▶ Brigitte is passionate about all things spanning culture, arts, handicraft, traditions, fashion and, of course, copyright law and policy. She gets a kick out of tackling the fuzzy legal and policy issues that stand in the way of access, use, re-use and remix of culture, information and knowledge.
- ▶ Before joining CC, she worked for a decade as a legal officer at WIPO and then ran her own consultancy, advising Europeana, SPARC Europe and others on copyright matters.
- ▶ Currently located in the Netherlands where she lives with her husband and two kids. Brigitte grew up living in eight different countries across North America, Africa and Europe but Montréal is where she proudly comes from.
- ▶ Brigitte is a fellow at the Canadian think tank Centre for International Governance Innovation. She holds a bachelor's degree in law from the Université de Montréal and a master's in law from Georgetown University. She has been a member of the Bar of Quebec since 2003.

# Director Jostein Sandvik



- ▶ Jostein is Norwegian national and master of laws from Oslo university.
- ▶ His professional experience includes multiple IP related tasks at the Norwegian Industrial Property Office since 1994. He participated in the Trademark Committee (1998-2000) which submitted a proposal for a new Trademark Act. He were national expert in the EU Commission DG Internal Market, E2 Industrial Property for a short term in autumn 2000. Jostein was also a commissioned expert to the Ministry of Trade and Industry for work on White Paper on Intellectual property and innovation (2011-2012). Since 2012 he holds the position of Director of Legal and International affairs.
- ▶ Jostein has participated in various IPR-committees in relation to the EEA-Agreement as well as free trade negotiations EFTA and EPO. Jostein has participated in various WIPO-meetings, including the Intergovernmental Committee on IP and Genertic Resources, Tradtitional Knowledge and Folklore in short (IGC).



# Professor Rainer Oesch



- ▶ Juris Doctor Rainer Oesch has acted as a professor (commercial law) for several years at the University of Helsinki, Faculty of Law. He has written several books and articles in the field (patents, copyright, trademarks). He is specialized in intellectual property, industrial property and copyright. Besides his academic tasks he has been active in practice like in consulting for leading law firms, giving legal opinions and presentations for companies and organizations. He has had several positions of trust –both national and international - in organizations (e.g. professional associations in industrial property and copyright, copyright organizations in literary field, also as an advisor for the public sector e.g. for the government and the parliament).

# Associate Professor Martin Fredriksson



Martin Fredriksson [<https://liu.se/en/employee/marfr31>] is associate professor at the Department of Culture and Society (IKOS), Linköping University. In the past he has conducted research about the cultural history of copyright as well as the social and political implications of media piracy. More recently he has been working with questions regarding privatisation of commons, spanning from extraction of natural resources, through biopiracy and exploitation of traditional knowledge to recent debates about the enclosure of the information commons. He is currently working more closely with how the regulation of cultural heritage and intellectual property intersects with regards to traditional knowledge and traditional cultural expressions. Since 2019 he has been working for the ERC-project Passim as Scientific Information 1895-2020 [<https://liu.se/en/research/passim>], where he is studying the protection of traditional knowledge in India, with particular focus on the construction of the Traditional Knowledge Digital Library.



# Petra Biret Magga-Vars



- ▶ Petra Biret Magga-Vars
- ▶ has grown up in a reindeer Sámi family in Vuotso. She has a master's degree in education. Magga-Vars has worked at the Sámi Parliamentary Children's Cultural Center as an coordinator and cultural educator since 2004. She has been active in Sámi associations e.g. Sámi Duodji as the chairman of the association in 2010-2017. Magga-Vars has been a member of the Sámi Parliament for a total of 16 years and ended her long political career in the Sámi Parliament in 2019.



# Chairman Jukka Liedes



- ▶ Jukka LIEDES. Since October 2014, an independent expert offering services in policy issues as well as in legal matters, copyright policy, creative industries and economy. He is currently the Chairman of the Finnish Copyright Society. Until October 2014 he was Director of the Division for Cultural Policy, Ministry of Education and Culture of Finland. He has been Chairman of numerous bodies in the EU, WIPO, Unesco, Council of Europe, and Nordic Council of Ministers. In WIPO, he was the Chairman of numerous Committees of Governmental Experts, including the SCCR without interruption from 1986 to 2010. He was the Chairman of Committees of the WIPO Diplomatic Conferences 1996, 2000, 2013 and 2013, and draftsman of Treaty Proposals for the Conferences 1996 and 2000. Since February 2016 he is also vice-Chairman of the WIPO IGC (GRTKF).

# Senior Ministerial Adviser Anna Vuopala



- ▶ Anna Vuopala is a Senior Ministerial Adviser in the Art and Cultural Policy Department of the Ministry of Education and Culture in Finland. Ms. Vuopala has a Master of Laws degree from the University of Helsinki and she has trained on the bench at the District court of Raasepori in 2000. This year she has 20 years of experience in developing and amending copyright law in Finland and developing the legislative Intellectual property framework and enforcement of IP in the European Union and WIPO contexts. She has been lecturing in IPR matters for years, especially in Copyright; Digital Economy; Digital Libraries and also cultural heritage related IP matters, including Sámi. She has also published articles for the Nordic Council of Ministers, European Union and Finnish Copyright Society as well as academic publications.

# Senior Advisor Leena Marsio



- ▶ Leena works in the Finnish Heritage Agency (Museovirasto/ Museiverket) as a Senior Advisor. She coordinates the UNESCO Convention on the Safeguarding of the Intangible Cultural Heritage in Finland since 2014. She is also the national coordinator of European Heritage Label since 2018. Leena has a Master's degree in Arts management from the Sibelius Academy and a BA from the University of Helsinki in Arts research. In the past she has worked several years as a free-lance researcher and producer in various organizations in the field of arts and culture both in governmental level, NGO's and companies.