



FROM ESTONIAN PATTERNS TO THE GLOBAL MARKET

EESTI MUSTRIST MAAILMATURULE

Workshop Details

 Start: 11:00 am

 Location: Craft Room, upstairs at Estonian House

 Duration: 2 hours

 Workshop fee: AUD \$47

 Facilitator: Relika Alliksaar Williams, RTTP

Registered Technology Transfer Professional

Format: Short presentation, live example and practical business model exercise.

Prior knowledge: Not required.

From Pattern to Brand: How to Use Estonian Creativity and Cultural Heritage Ethically and Turn It into a Sustainable Business Model

Estonian patterns, handicrafts, design, music and stories offer exciting opportunities for new products and international collaboration. But which creative works can be used freely, and when do you need the author's permission or an agreement?

In this practical workshop, we will learn to distinguish traditional folklore that is free to use from copyrighted creative works. A specific

pattern drawing, adaptation, photograph or design may be protected by copyright, even when the traditional folk motif itself is not.

Using a decision tree and real-life examples, we will practise checking rights and explore common mistakes when requesting permission to use creative works. The same principles of respect and responsibility also apply to the cultural heritage of other communities, including First Nations peoples in Australia.

We will also cover licensing agreements and collaboration with artists, designers and cultural institutions. In addition, we will explore licensing and franchising experience-based creative services, such as wellbeing workshops developed by Estonian creatives, and discuss what should be included in an agreement — from training and quality control to liability.

In the second half of the workshop, we will develop a sample business model for bringing Estonian creative works to the Australian market.

What you will take away

- Practical checklists
- A sample licensing agreement
- A sample confidentiality agreement
- A sample collaboration agreement

The workshop can be conducted in either Estonian or English. Please indicate your preferred language when registering.

⚠ Places are limited!

Join us to discover how Estonian cultural heritage and creativity can be transformed into responsible and sustainable business opportunities in the Australian market!