During the seminar, Professor Kohli delves into the importance of geographical indications and how they play a vital role in safeguarding the unique identity and heritage of textiles and crafts within the European Union. She will assess the proposed legislative changes and shed light on the potential implications and benefits for artisans and stakeholders in the handicrafts and textiles sector. The legislative proposal discussed in the article will be in effect from January 2024, making it particularly relevant for the ongoing Hephaestus project at CBS. Professor Kohli’s research is conducted within the framework of the Hephaestus project, which aims to conduct comprehensive research, preservation, and innovation in the craft sectors. This project intends to pave the way for a cutting-edge, creative, and sustainable technology-driven economy rooted in cultural heritage. Professor Kohli’s research increases awareness of how legislative proposals affect artisans and communities involved in handicrafts and textiles.