

## SUSTAINABILITY REPORT 2023

### Introduction

The **WIPO for Creators** Consortium is a public-private partnership founded in 2020 by the World Intellectual Property Organization (WIPO) and the Music Rights Awareness Foundation (MRAF). WIPO and MRAF joined forces to raise awareness and increase knowledge of creators' intellectual property rights and related processes required for creators to be fairly acknowledged and compensated for their work, regardless of their geographical, cultural or economic conditions.

### Creative Industries and Sustainable Development

Sustainability lies at the core of WIPO for Creators, which is dedicated to empowering creators and fostering the emergence of innovative services and communication channels among various stakeholders.

The creative industries are acknowledged as a pivotal catalyst for promoting innovation and cultural diversity in the global economy. Operating as a public-private partnership, WIPO for Creators places significant emphasis on its partners' corporate social responsibility. Supporting WIPO for Creators not only aligns with this commitment but also enables companies to actively contribute to the realization of UN Sustainable Development Goals (SDGs).

### WIPO for Creators and Sustainable Development Goals (SDGs)

WIPO for Creators strategically aligns with SDGs (Table 1), presenting a framework for advancing the interests of stakeholders within the creative industries. This initiative places emphasis on four key SDGs that hold significant relevance for fostering sustainability in the creative sector:


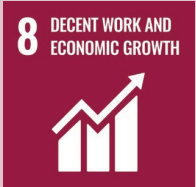
1. SDG 4 – Quality Education
2. SDG 8 – Decent Work and Economic Growth
3. SDG 9 – Industry, Innovation, and Infrastructure,
4. SDG 11 – Make cities and human settlements inclusive, safe, resilient and sustainable
5. SDG 17 – Partnerships for the Goals



### Creators Learn Intellectual Property (CLIP)


CLIP ([goclip.org](http://goclip.org)) is the flagship project of WIPO for Creators. It serves as a core resource for creators and other stakeholders in the music industry, offering comprehensive information on rights management and related processes. This ensures that creators at all stages of their careers are equipped with the knowledge they need to make informed decisions, safeguard their intellectual property and receive fair and equitable compensation for their craft.

By empowering creators with the necessary knowledge and tools of rights and data management across the creative industry value chain, CLIP is set to advance the SDGs and enable public and private entities to cultivate a sustainable ecosystem in the creative industries.

## Implementing Targets for SDG 4, 8, 9, 11 and 17

 <p><b>4</b> QUALITY EDUCATION</p>	<p><b>SDG 4 – Quality Education</b></p>
<p><b>Targets</b></p>	<p><b>4.3</b> By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.</p> <p><b>4.4</b> By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.</p> <p><b>4.7</b> By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.</p>
<p><b>CLIP</b></p>	<ul style="list-style-type: none"> <li>• Creators Learn Intellectual Property (CLIP) is an online knowledge platform dedicated to empowering creators in the creative industries. Currently focused on the music industry, it will expand to cover other creative sectors. CLIP supports creators at all stages of their careers to be life-long learners and to acquire and maintain their knowledge and skills.</li> <li>• CLIP provides high-quality educational material for aspiring, amateur and professional creators on rights awareness, rights management, and related processes.</li> <li>• CLIP includes a diversity of insights from around the globe that supports a sustainable lifestyle and culture for global citizenship.</li> </ul>
 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<p><b>SDG 8 – Decent Work and Economic Growth</b></p>
<p><b>Targets</b></p>	<p><b>8.2</b> Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.</p> <p><b>8.3</b> Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.</p> <p><b>8.5</b> By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.</p>

<p><b>CLIP</b></p>	<ul style="list-style-type: none"> <li>• CLIP empowers creators with the necessary knowledge to take informed business decisions so that they are recognized and remunerated for their work, contributing to decent job creation and fostering entrepreneurship. This helps bolster creators and the creative industries' potential to contribute to economic growth and sustainable development.</li> <li>• CLIP is an inclusive and accessible platform that provides a space where all creators, regardless of their geographical, cultural or economic conditions, have easy access to useful information to utilize in support of their creative activities.</li> </ul>
	<p><b>SDG 9 – Industry, Innovation and Infrastructure</b></p>
<p><b>Targets</b></p>	<p><b>9.1</b> Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all</p> <p><b>9.5</b> Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending</p>
<p><b>CLIP</b></p>	<ul style="list-style-type: none"> <li>• CLIP was established in close collaboration with professional creators, leading international industry federations, members and sponsors from the public and private sectors. This unique industry-wide collaborative effort contributes a deeper understanding of data management practices, challenges and opportunities for innovation across the creative industry value chain, to the benefit of creators, publishers, producers, intermediaries, online platforms and other distributors.</li> <li>• Content on important data management concepts provided on CLIP helps creators understand how best to trace creative works, for example in helping users understand identifiers, metadata, best practices, royalties, credits, and responsibilities.</li> <li>• Through the democratization of knowledge, CLIP fosters the development of new services that bolster local and global creative industries.</li> </ul>
	<p><b>SDG 11 - Make cities and human settlements inclusive, safe, resilient and sustainable</b></p>
<p><b>Targets</b></p>	<p><b>11.4</b> Strengthen efforts to protect and safeguard the world's cultural and natural heritage</p>

<p><b>CLIP</b></p>	<ul style="list-style-type: none"> <li>By fostering knowledge and awareness of intellectual property rights around Traditional Cultural Expressions—tangible and intangible forms in which traditional knowledge and cultures are expressed, communicated or manifested—CLIP advances the dialogue around the preservation, protection and sustainable evolution of cultural heritage.</li> </ul>
	<p><b>SDG 17 – Partnerships for the Goals</b></p>
<p><b>Targets</b></p>	<p><b>17.16</b> Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources, to support the achievement of Sustainable Development Goals in all countries, in particular developing countries.</p> <hr/> <p><b>17.17</b> Encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships</p>
<p><b>CLIP</b></p>	<ul style="list-style-type: none"> <li>WIPO for Creators is a public-private partnership that brings stakeholders in the creative industry together to raise awareness of creators’ rights for the benefit of all.</li> <li>By supporting WIPO for Creators, CLIP partners advance both the implementation of SDGs and their Corporate Social Responsibility.</li> <li>WIPO for Creators’ Advisory Board represents a unique collaborative effort uniting a broad range of stakeholders in the creative industries, including key international industry bodies.</li> </ul>

WIPO for Creators aligns the aspirations of creators with the imperatives of sustainable development. Through a comprehensive approach that encompasses education, decent work, innovation and collaborative partnerships, the initiative navigates the intricate landscape of the creative industries, fostering a narrative of growth, resilience and collective prosperity.

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