

WIPO and National Intellectual Property (IP) Academies Project: Project DA_10_01

International Workshop on the Administration of
Intellectual Property Academies

Geneva,
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Marcelo Di Pletro, Acting Director, WIPO Academy
Isabella Pimentel, Consultant, WIPO Academy

SECTION TITLE

Outline

- WIPO Academy
- WIPO Development Agenda
- Project DA_10_01

I. WIPO Academy

Mandate

- Training and education on administration and use of IP for the promotion of innovation and creativity
- Target groups: government officials, stakeholders, IP professionals, business executives and academics
- Emphasis in development agenda dimension of IP and public policy issues
- Emphasis in training on the global services provided by WIPO
- Emphasis in developing local training capacities in developing countries and LDCs
- To assist academic institutions in developing specialized courses on IP Law and Management
- To serve as a center of excellence in teaching and training of IP
- To act as a focal point on the cooperation between national IP Academies



Fields of Activities

- Professional Development
- Distance Learning Program
- Academic Institutions
- WIPO Summer School
- Executive Program on IP Management
- Global Network of Intellectual Property Academies (GNIPA)
- Start up Academies



Professional Development

- Training in partnership with:
 - National IP Offices (Austria, Algeria, Czech Republic, Denmark, Egypt, Finland, France, Germany, Israel, Morocco, Netherlands, Portugal, Spain, Sweden, Switzerland & United Kingdom).
 - Regional IP Institutions (EPO & OHIM)
- Courses offered: intermediate, advanced level and specialized
http://www.wipo.int/academy/en/courses/professional_training/index.html
 - DL as a prerequisite
 - Theoretical training in Geneva
 - Practical training in a partner IP

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Academic Institutions



Objectives:

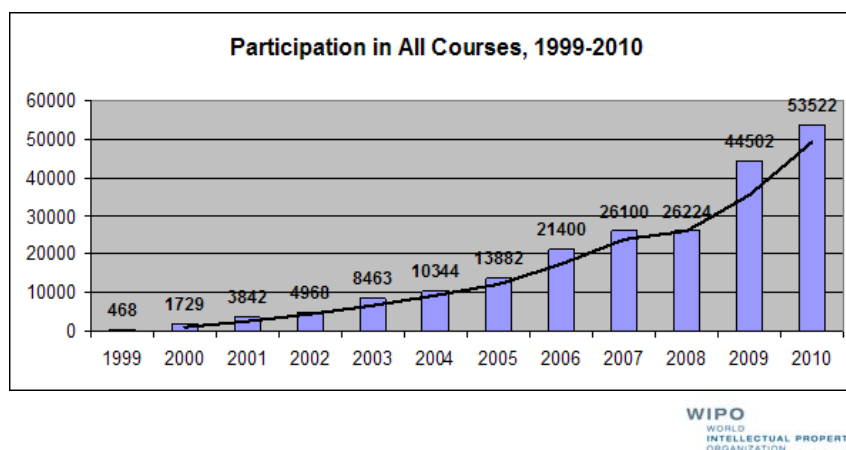
- ☐ IP education for young generations
- ☐ Train for trainers in IP

Joint Programs:

- University of Turin
- Africa University and ARIPO
- Queensland University of Technology
- Haifa Center for Law and Technology;
- University of South Africa
- University of Yaounde II and OAPI (in French)

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Distance Learning



Distance Learning- Courses offered

General Courses:

- DL001 – Primer on Intellectual Property
- DL101 - General Course on Intellectual Property
- DL101PCT General Primers - Introduction to the Patent Cooperation Treaty

Advanced Courses:

- DL201 – Copyright and Related Rights
- DL202 – Electronic Commerce and Intellectual Property
- DL204 – Biotechnology and Intellectual Property
- DL205 – Plant Variety Protection -UPOV Convention
- DL301 – Patents
- DL302 – Trademarks, Industrial Designs and Geographical Indications
- DL317 – Arbitration and Mediation Procedure under the WIPO Rules
- DL318 – Patent Information Search
- DL320 – Basics of Patent Drafting
- DL401 – Managing Intellectual Property in the Book Publishing Industry
- DL450 – Intellectual Property Management

Executive Education



- Pilot Project carried out in 2007-2008
- Relaunched in 2011
- Objective: to offer business managers and senior executives of industry tools for using, valuating and managing intellectual property for competitive advantage
- This program is fee-based, unlike other training programs of the Academy
- Two programs per year, to be held in developing countries
- In 2011, foreseen in Singapore and Chile

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WIPO Summer Schools

2011 WIPO Summer Schools on IP:

- Dubrovnik Croatia
- Daejeon, Korea
- Geneva, Switzerland
- Saint Petersburg, Russian Federation (Russian)
- Odessa, Ukraine
- Washington D.C., United States of America
- Mexico City, Mexico (Spanish)
- São Paulo, Brazil
- Cape Town, South Africa
- Suva, Fiji

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Global Network of Intellectual Property Academies (GNIPA)

- Objective: To enhance cooperation between national IP Academies
- 23 Members
- Next Meeting – Washington, D.C., August 23 to 25, 2011

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WIPO Development Agenda

■ *The WIPO Development Agenda aims to ensure that development considerations form an integral part of WIPO's work. As such, it is a cross-cutting issue which touches upon all sectors of the Organization.*

■ *When formally establishing the Development Agenda in October 2007, the WIPO General Assembly adopted a set of [45 recommendations](#) to enhance the development dimension of the Organization's activities. The recommendations are divided into six clusters. In addition to the adoption of the WIPO Development Agenda, Members States also approved a recommendation to establish a [Committee on Development and Intellectual Property \(CDIP\)](#).*

In: <http://www.wipo.int/ip-development/en/agenda/>
Accessed on April 15, 2011

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Recommendation 10

To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.

In: <http://www.wipo.int/ip-development/en/agenda/recommendations.html>

Accessed on April 10, 2011

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Project DA_10_01

The pilot project of “Start-Up” National IP Academies is intended to test a new model to help developing countries and LDCs to establish an IP training institution with minimum resources to meet their increasing demand from IP specialists, professionals, government officials and other stakeholders.

In CDIP/3/INF/2, Annex V, page 2

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Objectives

The National IP Academy will:

- *Contribute to sustainable development of human resources at a national level;*
- *Enhance IP knowledge and update government officials on new emerging issues of IP rights under debate in WIPO;*
- *Provide a forum for discussion on IP issues and illustrative the importance of IP for capacity building and national development; and*
- *Offer the opportunity to share relevant experience among officials from the public and private sectors, IP stakeholders and more importantly with IP experts.*

In CDIP/3/INF/2, Annex V, page 3

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WIPO Academy Collaboration

The WIPO Academy will(...):

- *Assist (...) developing countries and LDCs Member States to establish IP Academies and the national and institutional capacity by the end of 2011, thereby increasing the availability of training opportunities to more people from public and private sectors;*
- *Improve the capability to develop and offer more tailor-made training programs to the specific needs of the country; and*
- *Advise and provide them with training materials in particular, a curriculum which would be tailor made to suit each country, WIPO experts and IP literature.*

In CDIP/3/INF/2, Annex V, page 3

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Implementation Strategy

Execution Structured in Five Phases:

- Preparatory Phase: Situation Paper
- Feasibility Phase: Implementation of Project and Timeframe
- Project Development: development of Curricula, Training of trainers, establishment of IP library, etc
- Project Implementation: Launch of project
- Conclusion of Cooperation: aiming at self-sustainability

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Evaluation of the Cooperation

- Reference: Detailed Implementation Plan for the development of the IP Academy, along with timeframe
- Monitoring Reports: For each twelve-month period of cooperation, prepared by ad hoc consultant
- Self-Evaluation Report –at the end of each year after the launch of each “Start-Up” National IP Academy, with a view to validating that the overall objectives have been achieved, suggesting future actions and highlighting best practices

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Methodology for the first year of cooperation

- Formal request from country/region;
- Needs assessment report;
- Identification of ad hoc consultant;
- Needs assessment mission;
- Needs assessment report;
- Identification of priority actions;
- Detailed Implementation Plan for the first year of cooperation;
- Follow-up

Parallel Activities

- Signing of Cooperation Agreement
- Training of administrative staff
- Training of trainers
- Support in the structuring of library and physical infrastructure
- Development of curricula
- Identification of partnerships
- Assistance in joining the GNIPA
- Technical assistance for development and offering of distance learning courses

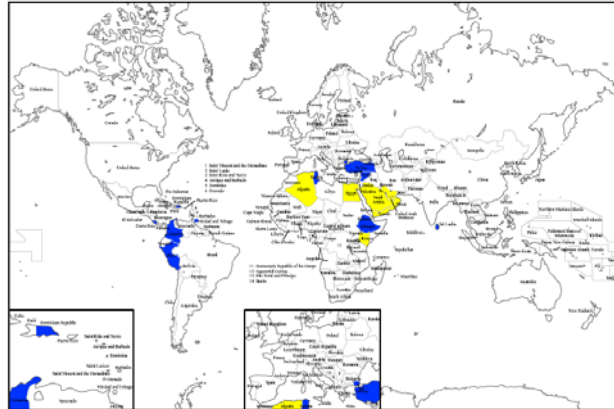
Ongoing Cooperation:

Cooperation initiated:

1. Costa Rica
2. Colombia
3. Dominican Republic
4. Ethiopia
5. Peru
6. Sri Lanka
7. Syrian Arab Republic
8. Trinidad and Tobago
9. Tunisia
10. Turkey

Cooperation Foreseen to start in 2011:

1. Algeria
2. Egypt
3. Kenya
4. GCC Countries



Map created at http://edit.freemap.jp/en/trial_version?edit?world
Accessed on April 14, 2011

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Ad hoc Consultants:

■ William Hennessey (USA): Trinidad and Tobago

■ M. D. Karunaratna (LK): Sri Lanka



German Cavazos (MX): Costa Rica, Dominican Republic and Peru

■ André Lucas (FR): Tunisia

■ Kanaan Al-Ahmar: Syria



Vladimir Yossifov (BG): Turkey and Egypt (2nd. Semester 2011)

■ Gustavo Schotz (AR): Colombia

■ Mandefro Eshete (ET): Ethiopia



Ho Cheng Huat (SG): Kenya (June, 2011)

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Mandate of ad hoc consultants:

- To prepare a needs assessment report, taking into consideration the questionnaire for needs assessment purposes presented by the country;
- to prepare a “Detailed Implementation Plan” so as to ensure long-term sustainability of the Start-up IP Academy;
- to revise and update the plan during its implementation phase (if necessary); and
- to prepare a report at the end of each year of cooperation, which will include an analysis of the progress of activities foreseen in the plan in connection with the objectives achieved, and suggestions for the following year of cooperation.

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Objectives of this Workshop:

- The WIPO Academy would like to enable participants to network among themselves and other IP Academies which are part of GNIPA, so as to facilitate their joining the GNIPA until the end of this year;
- Participants will get familiarized with training programs offered by WIPO and other IP Academies, so as to identify the ones that meet their own needs for IP education and training, and have a better idea of the training programs which could be offered by their national start-up Academies;
- We also intend to promote awareness among participants of the challenges they may face while putting up a training program, so they can prepare beforehand

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The Training Project to be prepared during the Workshop:

- At the end of the workshop, participants are expected to prepare a Project for the development and launching of at least one training course for their countries
- Participants will be divided into three working groups on Friday morning to prepare their reports, which will be presented in a plenary session on Friday afternoon;
- Messrs. Cavazos and Yossifov, and Mrs. Pimentel will assist participants in the preparation of their projects
- If accepted by the national authorities, WIPO will assist the participants in the implementation of their projects

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The Training Project to be prepared during the Workshop (2):

- Projects should take into consideration actual needs and the current situation in IP education from their countries
- Projects should foresee:
 1. Subject matter – Main topic
 2. Objective
 3. Target audience
 4. Platform
 5. Expected results
 6. Deliverables
 7. Teaching materials
 8. Prospective trainers
 9. Prospective partners
 10. Duration
 11. Timeframe
 12. Logistics
 13. Enrollment system
 14. Estimated cost
 15. Estimated contribution from WIPO
 16. Fees?
 17. Possible challenges
 18. Possible link with other programs
 19. Recommendations
 20. Pending needs in terms of capacity building and structure for the implementation of the training program (s)
 21. etc

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Thank You!

<http://www.wipo.int>

<http://www.wipo.int/academy/en/>

<http://www.wipo.int/ebookshop>

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