

# SMEs and Innovation

## The 2014/15 Revised Program and Budget Proposal

### Implementation Strategy targeting SMEs

While the challenges facing SMEs globally are sometimes similar, technical assistance require tailoring specific interventions to the regional specificities of SMEs in order to be effective and achieve the desired results. The definition of what constitutes an SME, the role of SMEs, the nature of the market structure and, thus, challenges differ according to the size and development of economies throughout the world. The consequential importance of basing technical assistance firmly in regional needs and circumstances has been demonstrated through the implementation of technical assistance for SMEs in Certain Countries in Europe and Asia by Program 10 over the past biennia, primarily through the use of external experts.

Taking this experience duly into account and also recognizing the need for centrally developed high quality content to guide the work in the respective regions, it is therefore proposed to restructure WIPO's work on SMEs using a two pronged strategy described below leveraging the advantages of a combined centralized / de-centralized implementation approach. In order to minimize potential overlaps and ensure maximum cost-effectiveness, roles and responsibilities for each of the collaborating entities have been clearly defined.

- a. Creation of a dedicated central reference point for SME related IPR issues (Program 30) which will be responsible for developing relevant materials tailored to the needs of SMEs and identification of good practices (*inter alia* to be included in the *IpAdvantage database*) of using the IP system by SMEs to demonstrate the positive impact on economic benefit, employment and competitiveness. This dedicated organizational SME "think tank" would in addition assume responsibility for updating the WIPO SME website and issuance of the SME Newsletter and explore opportunities of collaboration with other international organizations with dedicated SME programs. Monitoring and assessment of WIPO's work on SMEs will receive particular attention in the biennium 2014/15 in line with WIPO's results-based management framework. Program 30 will assume the responsibility for developing effective tools for collecting performance data on the performance indicators in Programs 9, 10 and 30, in close cooperation with the relevant Programs. This will include the development of capacity building satisfaction surveys to SME support institutions and the tracking of services and IP information being provided to SMEs by such institutions and the national level.
- b. Creation of decentralized SME focal points in the Regional Bureaus (Program 9) and in Program 10 (Certain Countries in Europe and Asia). The focal points will consist of dedicated staff (increased headcount) in the Regional Bureaus and Program 10, to ensure that SME-related capacity building activities are designed to meet regional specificities and national needs. This is fully in line with the model of mainstreaming the delivery of development-oriented activities throughout WIPO's Programs, where Programs 9 and 10 are the primary responsible for the implementation of capacity building activities for developing countries and LDCs. In close cooperation with the central SME reference point (Program 30) and the WIPO Academy, the focal points will assume responsibility for planning, designing and implementing tailored capacity

building activities in line with National IP Strategies and Country Plans. These capacity building activities will strongly emphasize a train-the-trainer approach for maximum outreach and be based on the materials developed by Program 30. In order to further enhance the multiplier effect of WIPO's activities, SME support institutions and other intermediaries will be the main targeted interlocutors for building and spreading the IP culture among SMEs. The WIPO Academy will play a central quality assurance role in the design of such training and capacity building activities in line with the proposed re-orientation of the role of the Academy (see narrative of Program 11 (the WIPO Academy) in the proposed Program and Budget 2014/15) and, in particular, in the development of Distance Learning programs targeting SMEs.

A comprehensive set of performance indicators in Programs 9, 10 and 30 contributing to the Expected Result III.6: "Increased capacity of SMEs to successfully use IP to support innovation" provides the performance metrics for measuring results achieved, and the individual contributions of all collaborating Programs, in the biennium.

## **Implementation Strategy on Promoting Innovation**

### **Technology Transfer Offices (TTO)**

Supporting innovation infrastructure through the establishment of Technology Transfer Offices (TTO) was initiated in a pilot approach in certain regions during the biennium 2012/13. The aim of the TTOs is to enhance the national capacity to independently manage IP from the early stage of the research result through to commercializing, licensing or establishing a startup business.

Based on the needs assessments completed in several countries in the current biennium, work in 2014/15 will focus on defining and implementing action plans for the creation of fully operational TTOs. The longer-term sustainability of such Offices will be particularly emphasized and will be addressed as an integral part of implementation. This implementation phase of the TTOs will be implemented by Programs 9 and 10.

Specific performance indicators in Programs 9 and 10, contributing to the Expected Result IV.2: "Enhanced access to, and use of, IP information by IP institutions and the public to promote innovation and creativity" provide the performance metrics for measuring results achieved in this area in the biennium.

### **Appropriate Technologies (LDCs)**

As described in the proposed Program and Budget for Program 9 (paragraph 9.6) tailored programs will be designed and implemented which will specifically address the needs of LDCs with a sharpened focus on the broad thematic priority areas contained in the WIPO Deliverables adopted on the occasion of the Fourth United Nations Conference on the LDCs (UN LDC IV). In particular, under this broader framework of cooperation, WIPO and the LDCs will work together to build and strengthen LDCs' technology transfer systems and institutions and contribute towards the realization of relevant recommendations of the Istanbul Programme of Action (IPoA). This will specifically focus on enhancing access of LDCs to appropriate, affordable and

clean technologies that foster their sustained economic growth and sustainable development. The LDC Division will be strengthened with relevant expertise (one headcount) to this end.

A specific performance indicator in Program 9, contributing to the Expected Result III.4: “Strengthened cooperation mechanisms and programs tailored to the needs of developing countries and LDCs” provide the performance metrics for measuring results achieved in respect of appropriate technologies programs in the biennium.

### **IP and Innovation Policy**

Innovation policy related work will continue to be implemented under the auspices of the Chief Economist (Program 16). Current research focusing on how IP policies affect innovation and broader economic outcomes will continue to be the focus in the next biennium, in particular within the context of the studies on IP and Socio-economic Development, being proposed as a second phase Development Agenda Project in 2014/15, and the Global Innovation Index (GII). The GI looks at a broad range of innovation indicators and serves as an important input into the formulation of innovation policies.

Specific performance indicators in Program 16, contributing to the Expected Result V.2: “Wider and better use of WIPO economic analysis in policy formulation” provide the performance metrics for measuring results achieved in this area in the biennium.

### **Patent drafting and licensing**

Technical assistance to inventors, and those providing services to them, to acquire the technical skills necessary to prepare and file patent applications, will continue through technical workshops on preparing, filing, and prosecuting patent applications, patent claim design, and patent strategy under the auspices of Program 1 and the WIPO Academy (Distance Learning Course DL-320 – Basics of Patent Drafting).

In addition, Program 1, in close cooperation with the Regional Bureaus (Program 9) and Program 10, will be responsible for assisting universities and research institutions in transferring new technologies to parties capable of commercialization, both nationally and across international borders, generally from developed to developing countries through continuation of the WIPO University Initiative.

Specific performance indicators in Programs 9 and 10, contributing to III.1: “National innovation and IP strategies and plans consistent with national development objectives” and III.2: “Enhanced human resource capacities able to deal with the broad range of requirements for the effective use of IP for development in developing countries, LDCs and countries with economies in transition” provide the performance metrics for measuring results achieved in this area in the biennium.