

## MAIN PROGRAM 10

# THE WIPO WORLDWIDE ACADEMY

### **10.1 Distance Learning**

### **10.2 Professional Training**

### **10.3 Policy Development, Teaching and Research**

## **Summary**

199. Founded in 1998, the WIPO Worldwide Academy (“Academy”) has served Member States and the IP community for over five years. The Vision and Strategic Direction of WIPO highlights that IP will be a driving force of the knowledge-based economies of the 21<sup>st</sup> Century. It is therefore imperative for WIPO to show strong leadership in developing the IP system to channel creative potential into sustainable development: to achieve this, HRD is indispensable. The Academy will continue to serve as an educational institution of WIPO devoted to training, teaching and research in IP. It will aim to build the human resources necessary to support the vision and strategy that would see IP promoted and protected worldwide, and IP rights used as a tool for economic, social and cultural development.

200. The Academy is responsible for coordinating and delivery of WIPO programs for human resource development in the field of IP at the global and regional level. It functions through the strategic combination of activities to be undertaken in three sub-programs which deal with distance learning, professional training, policy development and teaching and research. Its target groups include IP professionals, policy makers in IP or related fields, users and beneficiaries of IP in civil society, and others with a stake in the IP system. The Academy’s marketing and promotion activities will continue to reach out to new groups and stakeholders through its Web site and the publication of promotional materials.

201. The demand from Member States for participation in Academy programs will grow further in 2004-2005. Equally, the Academy is receiving ever more requests to

provide expertise in support of specialized IP training programs and projects initiated by academic and training institutions in Member States.

202. A Forum Session on the “WIPO Worldwide Academy: Strategic Directions for the Future” was convened during the Third Session of the Permanent Committee on Cooperation for Development Related to Intellectual Property in 2002. Participants stressed the need to develop human resources in the field of IP to meet the specific requirements of diverse categories of beneficiaries. Recommendations made at that meeting are reflected in the proposed activities to the extent possible.

203. As the Academy’s distance learning program becomes increasingly well known, and as use of the Internet and multimedia learning tools expands worldwide, the number of participants both in general and specialized online courses has expanded, a trend expected to continue.

204. The Academy will continue to strengthen its Professional Training Program to develop the professional skills in IP in developing countries and countries in transition to a market economy.

205. A renewed focus will be given to policy development. These activities aim at exposing senior government officials dealing with the IP policy and administration to IP law and policy issues, and at creating an informed and skilled cadre able to ensure adequate IP protection, develop the IP system, and to manage IP assets.

206. In 2004-2005, teaching and research activity will continue to be important. In order to keep pace with the dynamics of change in the field of intellectual property, it is imperative to conduct scholarship and research. This will provide for a deeper understanding of the issues involved in IP and to seek constructive solutions to these issues. The Academy teaching and research program will contribute to the training of trainers and other professionals needed to address complex IP issues. The program will involve development of teaching and training materials and curricula on intellectual property.

207. The Academy will continue to build strategic partnerships with academic institutions with a proven record of excellence, IGOs and NGOs, focusing on their respective areas of strength in order to build synergies for development. In some cases, the scope of cooperation will include initiation of joint programs leading to the award of degrees/diplomas. By producing publications and promotional materials, the Academy will continue to increase the visibility and reach of its programs and activities.

208. The visibility and outreach of the Academy’s programs and activities will also be expanded through the production of publications and promotional materials.

SUB-PROGRAM 10.1  
DISTANCE LEARNING

**Objective:** To provide and strengthen the competence and expertise in the field of IP for a broad range of target groups, including students and professionals.

Expected Result	Performance Indicators
1. High quality IP curriculum deployed via on line technology, leading to an award of a certificate.	<ul style="list-style-type: none"><li>• Development of new IP Distance learning modules to form a curriculum for IP education.</li><li>• Feedback from users on the quality of the distance learning curriculum.</li><li>• Feedback from users on the usefulness of the certificate.</li></ul>
2. Availability of, and facilitated access to, course contents in IP in different languages and at different levels of specialization.	<ul style="list-style-type: none"><li>• Number of modules or stand-alone courses and languages in which they are offered.</li><li>• Number of participants completing each course offered.</li><li>• Evaluation feedback by course participants.</li></ul>

209. There is an enormous need for IP education, but only limited resources are available. The Academy therefore uses information technology to reach out to a wider audience for its academic programs. The Distance Learning Program, launched in June 1999, has been successful in achieving this mission. The general course on IP, currently offered in seven languages, has had 11,000 registrants and continues to attract an increasing number of participants from the private sector, government and university students worldwide. The Academy will design, implement and deploy more distance learning modules in 2004-05 and will develop intermediate and advanced certificate programs. The curriculum will consist of a series of modules on fundamental and topical IP subjects.

210. An advanced learning management system has enabled a wide range of courses, in different languages and at different levels of specialization, to be delivered and managed. This allows online course content to be created, and large numbers of students to be administered, through the use of tutors in virtual classrooms and other methodologies. This work will continue in 2004-2005, with increased emphasis on collaborative curriculum design, interactive learning, and user participation in course

design and evaluation. The courses will continue to be produced and distributed on CD-ROMs to expand the scope of delivery, especially in countries with low or expensive Internet connectivity.

211. The Academy has increased its impact by linking distance learning to other training programs, in particular professional training. On-line and face-to-face training programs complement one another, adding value to the overall training outcome, and enable broader coverage in various subjects (see sub-program 10.2).

### Activities

- Development and deployment of new distance learning modules on IP;
- creation and offering of intermediate and advanced certificate programs, through distance learning by the Academy or in cooperation with selected institutions;
- establishment of a core faculty in the field of international IP to serve as tutors and resource persons; and
- production and distribution of information materials about the programs of the Academy.

### SUB-PROGRAM 10.2 PROFESSIONAL TRAINING

**Objective:** To enable IP professionals to provide legal and other related services to meet the needs of Member States.

Expected Results	Performance Indicators
1. Upgrading and enhancement of the skills of IP office staff, patent agents, representatives from R&D institutions and industry associations and other professionals from developing countries and countries in transition.	<ul style="list-style-type: none"><li>• Number of participants trained from developing countries and countries in transition to a market economy.</li><li>• Evaluation feedback by participants on the impact of the training received.</li></ul>

Expected Results	Performance Indicators
2. Design and implementation of programs, in cooperation with partner institutions including IPOs that meet the needs for professional education, in the light of national and regional development policies.	<ul style="list-style-type: none"> <li>• Number of professional educational partnerships concluded.</li> <li>• Feedback from partner institutions.</li> </ul>

212. The IP system requires skilled IP officials for it to function effectively. This creates a need for training in IP law, information technology and best practices in the processing of applications and delivery of client services. The Academy will continue to support Member States in the development of human resources through training of their officials, with a central focus on the needs of developing countries and countries in transition to a market economy.

213. More emphasis will be placed on the use of IP as a tool for economic development, with training aimed at developing the skills of users and beneficiaries of the system, including representatives from R&D institutions and industry associations among others.

214. The Academy will consult regularly with partner institutions to improve the content and delivery of training courses and adapt them to meet specific requirements of the target groups.

215. Professional training will be further linked with the distance-learning program, so as to increase the content imparted to participants, and to improve cost-effectiveness (see sub-program 10.1).

## Activities

- Organization of one Interregional Intermediate Seminars on Industrial Property and one on Copyright and Related Rights, each followed by practical training, in cooperation with national and regional authorities or related institutions;
- organization of advanced training courses on diverse aspects of IP, including, legal, administrative and economic aspects of industrial property; claims drafting, coordinated patent search and examination procedures; use of patent documentation and information; quality management in the delivery of patent services; and collective management of copyright and related rights; and
- design of professional training and training of trainers programs, jointly with Member States.

SUB-PROGRAM 10.3

**POLICY DEVELOPMENT, TEACHING AND RESEARCH**

**Objective:** To build multi-disciplinary capacity in IP policy and better understanding of IP issues among decision-makers, policy advisers, diplomats, professors, and others in the public sector and academia.

Expected Results	Performance Indicators
1. Deeper understanding of the role of IP in sustainable development and greater capacity among policy makers to elaborate and implement IP-based development strategies.	<ul style="list-style-type: none"> <li>• Increase in number and wider range of participants attending the General Academy Sessions.</li> <li>• Feedback by participants on the impact of the information received on the formulation of IP based development strategies.</li> </ul>
2. Enhanced capacity of decision-makers and relevant policy advisers to formulate appropriate and effective policies for the protection, administration and enforcement of IPRs.	Feedback by participants on the impact of the information received on the formulation of IP policies for the administration and enforcement of IPRs.
3. IP educational materials and curricula made available to teaching institutions.	Number of educational materials and curricula made available.
4. Effective cooperation with educational institutions in the field of IP.	Number of agreements concluded and joint programs launched and implemented. Evaluation feedback on the effectiveness of those programs.
5. Increased research on IP.	<ul style="list-style-type: none"> <li>• Number and quality of research programs carried out especially in developing countries.</li> <li>• Number and quality of research papers published and reviewed by the Academy.</li> </ul>

216. This sub-program responds to the broadening scope of IP as an issue of relevance to vital policy areas such as health, environment, food, trade, traditional knowledge and culture. As IP grows in importance as a tool for economic development and figures more prominently in bilateral and multilateral negotiations, policy makers need deeper knowledge of this field. Further, the knowledge and skills of policy makers in different

fields can contribute to learning, research, and practical models for development in the field of IP. Accordingly, the Academy will continue to organize general Academy sessions for senior government officials in key positions dealing with the policy aspects of IP. These sessions will promote discussion, consultation and the exchange of views and experiences in IP, and will develop practical capacity to use the IP system as a tool for economic, social, cultural and technological development. The Academy will develop associated educational and teaching materials.

217. Special Academy sessions will be organized on current and contemporary issues in industrial property and copyright and related rights. These issues will continue to be the focus of discussion and debate among decision-makers, policy advisers and other senior officials, as they often influence the formulation of norms and standards for the protection and administration of IP rights at the national and international levels. These sessions will continue to be organized for special target groups such as diplomats, managers, professors, judges, customs officers and other officials involved in various areas of IP administration and enforcement.

218. New Academy sessions will be held for managers of R&D institutions and heads of NGOs, to inform them about commercializing IP, technology licensing, and other IP related transactions.

219. The general and special Academy sessions should promote deeper understanding of the role of IPRs in national and international cooperation and development. They should also strengthen the capacity of decision-makers, policy advisers, managers and other senior officials to formulate and implement policies for the development, management, legislation, administration and enforcement of IPRs.

220. The Academy will implement intensive courses and programs both by itself and in cooperation with other educational institutions of excellence. The rapid pace of developments affecting IP means that courses and curricula should be designed and adapted to be consistent with the present stage of development in diverse Member States. The Academy will achieve this through cooperation with universities committed to training, teaching and research in IP and related fields.

221. The Academy will improve its programs by expanding its roster of speakers to include renowned professors and experts in IP from different parts of the world. It will also seek accreditation with the appropriate authorities for the award of diplomas and degrees. Cooperation with the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP) will support these activities.

222. The Academy will organize the Summer School, which introduces graduate students and young professionals to the fundamentals of IP.

## **Activities**

- Organization of general Academy sessions dealing with policy formulation and implementation (to the extent possible, regional and inter-regional sessions held outside Geneva);
- organization of special Academy sessions on specific issues for various target groups;
- development and deployment of a curriculum on inter-disciplinary IP studies for policy makers;
- inter-disciplinary IP policy seminar for wide range of participants from public sector and academia on IP development and management;
- development of educational materials and curricula on IP for teaching institutions;
- cooperation with the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP) in selected fields of activity;
- seeking accreditation from competent authorities; and
- organization of the WIPO Summer School Program.

## **Resource Description by Object of Expenditure**

223. Total resources of Sfr15,072,000 reflect a program increase of Sfr24,000 or 0.2 per cent with respect to the corresponding amount in the 2002-2003 biennium.

224. For staff resources, an amount of Sfr5,765,000 is shown, a program decrease of Sfr549,000 or 9.1 per cent. This includes resources of:

- (i) Sfr4,837,000 for posts, reflecting a reduction of one post and
- (ii) Sfr928,000 for short-term expenses.

225. For travel and fellowships, an amount of Sfr6,518,000 is shown, a program increase of Sfr400,000 or 6.6 per cent. This includes resources of:

- (i) Sfr432,000 for 80 staff missions,
- (ii) Sfr1,819,000 for third party travel for participation in seminars, workshops and other academy courses and activities and
- (iii) Sfr4,267,000 for the provision of fellowships.



226. For contractual services, an amount of Sfr2,324,000 is shown, a program increase of Sfr144,000 or 6.6 per cent. This includes resources of:

- (i) Sfr336,000 for conferences to cover interpretation and other costs of seminars, workshops and academy meetings,
- (ii) Sfr1,502,000 for consultant services,
- (iii) Sfr224,000 for publishing services to cover the printing cost of academy material and
- (iv) Sfr262,000 for other contractual services to cover the cost of translations and project development.

227. For operating expenses, an amount of Sfr94,000 is shown, a program increase of Sfr5,000 or 5.6 per cent to cover the cost of communications and other expenses.

228. For equipment and supplies, an amount of Sfr371,000 is shown, a program increase of Sfr24,000 or 7.0 per cent for supplies and materials.

**Table 9.10 Detailed Budget 2004-2005 for Main Program 10**

**A. Budget Variation by Sub-program and Object of Expenditure** *(in thousands of Swiss francs)*

		2002-2003 Revised  A	Budget Variation						2004-2005 Proposed  E=A+D
			Program		Cost		Total		
			Amount B	% B/A	Amount C	% C/A	Amount D=B+C	% D/A	
I. By Sub-program									
10.1	Distance Learning	5,386	(400)	(7.4)	256	4.8	(144)	(2.7)	5,242
10.2	Professional Trainining	4,532	936	20.7	--	--	936	20.7	5,468
10.3	Policy Development, Teaching and Research	4,770	(512)	(10.7)	104	2.2	(408)	(8.6)	4,362
TOTAL		14,688	24	0.2	360	2.5	384	2.6	15,072
II. By Object of Expenditure									
	Staff Costs	6,013	(549)	(9.1)	301	5.0	(248)	(4.1)	5,765
	Travel and Fellowships	6,075	400	6.6	43	0.7	443	7.3	6,518
	Contractual Services	2,166	144	6.6	14	0.6	158	7.3	2,324
	Operating Expenses	89	5	5.6	--	--	5	5.6	94
	Equipment and Supplies	345	24	7.0	2	0.6	26	7.5	371
TOTAL		14,688	24	0.2	360	2.5	384	2.6	15,072

**B. Post Variation by Post Category**

	2002-2003 Revised A	Post Variation B-A	2004-2005 Proposed B
Directors	1	--	1
Professionals	8	(1)	7
General Service	7	--	7
<b>TOTAL</b>	<b>16</b>	<b>(1)</b>	<b>15</b>

**C. Budget Allocation by Sub-program and Object of Expenditure** *(in thousands of Swiss francs)*

Object of Expenditure	Sub-program			Total
	1 DL	2 PT	3 PDTR	
<b>Staff Costs</b>				
Posts	3,624	771	442	4,837
Short-term Expenses	278	345	305	928
<b>Travel and Fellowships</b>				
Staff Missions	102	130	200	432
Third Party Travel	119	300	1,400	1,819
Fellowships	--	2,867	1,400	4,267
<b>Contractual Services</b>				
Conferences	--	155	181	336
Consultants	290	900	312	1,502
Publishing	204	--	20	224
Other	200	--	62	262
<b>Operating Expenses</b>				
Communication and Other	74	--	20	94
<b>Equipment and Supplies</b>				
Supplies and Materials	351	--	20	371
<b>TOTAL</b>	<b>5,242</b>	<b>5,468</b>	<b>4,362</b>	<b>15,072</b>

**D. Funds-in-Trust by Object of Expenditure** (*in thousands of Swiss francs*)

<i>Object of Expenditure</i>	<i>Sub-program</i>		<i>Total</i>
	<i>1</i> <i>DL</i>	<i>3</i> <i>PDTR</i>	
Travel and Fellowships	300	--	300
Contractual Services	450	250	700
<b>TOTAL</b>	<b>750</b>	<b>250</b>	<b>1,000</b>