

MAIN PROGRAM 11
**INTELLECTUAL PROPERTY FOR
DEVELOPMENT AND PROSPERITY; CREATION
OF IP CULTURE**

11.1 Intellectual Property Policy and Development

11.2 Innovators and SMEs

11.3 Cooperation with the Private Sector

11.4 Public Outreach

Summary

229. WIPO is analyzing and documenting how IP works in practice as a tool for economic development, a subject of interest to developing and developed countries alike. It is commonly accepted that IP will be one of the key elements of economic value in the 21st Century. As a legal form to protect new or original knowledge, IP provides an enabling platform for innovation and creativity to be commercially exploited, creating a return for its owners. This in turn yields powerful incentives and rewards for the dissemination of innovation and creativity through commercialization. IP today has become a major element in enterprise valuation and an increasingly important factor in macro-economic and micro-economic growth and development. A dynamic IP culture is supported not only by an effective and balanced IP system, but also by active, well-informed and diverse users of the system. Therefore WIPO's Member States place great emphasis on the effective use of IP assets. In responding to this interest, WIPO has taken up the question of how IP assets are developed, protected, managed and used optimally so that benefits flow not only to individual inventors, creators, and enterprises, but also to society at large.

230. This Main Program is designed to strengthen and coordinate WIPO's approach to address these important issues. It is designed expressly to service the requests Member States make for information on how IP can work in practice as a tool for their economic development, and how it can be used most effectively by individuals, the private sector, public institutions, academia and research institutions. Sub-program 11.1 is a newly developed sub-program in order to address the needs of national policy makers. Sub-programs 11.2, 11.3 and 11.4 continue existing program activities with new approaches targeting the general public, users of the IP system, including those owning and accessing IP-protected material and other important players in the market.

231. The Organization's efforts for demystification will continue to target government leaders and policy-makers, creators and entrepreneurs. However, the demystification campaign for those stakeholders alone is not sufficient for the creation of an IP culture which should be supported by the general public. While the large majority of the public may not have an opportunity to own IPRs, their lives are nevertheless enriched by IP. Therefore, it is imperative to reach out to the public and educate them about the importance and value of individual creativity and innovation, and to enlist their participation in the creation of an IP culture that promotes appreciation and respect for such efforts. Sub-program 11.4 provides for material, tools, networks, mechanisms, facilities and other useful means to enhance communications and demystification campaigns towards the creation of the IP culture.

SUB PROGRAM 11.1

INTELLECTUAL PROPERTY POLICY AND DEVELOPMENT

Objective: To improve the awareness and understanding of policy makers in Member States with regard to the development and management of policies and practices for using IP assets as a tool for economic development.

Expected Results	Performance Indicators
1. Improved analysis and understanding of the relationship of IP to economic development.	Completion of case studies, demonstration projects and publications; and feedback from Member States.

Expected Results	Performance Indicators
2. Strengthened understanding and use of policies development and management of IP assets.	Evaluation results showing level of understanding of IP and economic development, and management of IP assets.

232. This new sub-program is designed to address the role of IP assets as a tool for economic development worldwide. It will provide useful, practical and highly focused services to Member States for policy formulation on IP questions in government departments and other relevant agencies and institutions, such as academic and research institutions, as well as IP asset management services in the new and growing field. The sub-program integrates the expertise already within the Secretariat with the knowledge and practical experience of external experts collected and applied through case studies, research, economic and statistical analysis.

233. Ongoing economic analysis and research relating to IP is vitally important in clarifying and explaining how the IP system contributes to economic growth in both developed and developing countries; and in testing, validating or challenging various assumptions about IP as it functions in the complex, competitive and rapidly evolving economic patterns of today. The importance of the relationship between IP and the global economic environment has now been largely recognized. This relationship is not only significant for enterprises at the micro-economic level, but also at the level of national and the global economy. Yet major empirical and theoretical uncertainty clouds the actual correlation of IP-related factors and economic activity. This creates a great demand for meaningful and objective research data on this subject. Member States have asked WIPO to produce and document information on how enhanced IP protection corresponds to economic growth and to social, cultural and economic development with specific data, models, research, and case studies on a number of topics in order to assist policy makers in formulating better targeted strategies for national economic development.

234. Research on how IP can be developed, managed and commercially exploited as an economic asset, and how this achieves quantifiable returns on investment (also known as the “intellectual asset management” or “IAM”) has been seen in the last decade, and the practical implementation of these insights has become an important field in business in several countries. IAM is used by many enterprises in innovative economies, and is now highly significant for any country as a set of practical means of using IP for economic development. Policy makers are therefore vitally concerned with IAM because it assists them in designing and implementing strategies for promoting economic growth based on IP and human capital.

235. This sub-program will provide Member States with tools for the promotion of IAM in their countries, including guidelines and best practice models for managing intellectual assets. A limited number of demonstration projects will be designed to

highlight the use of IP as a catalyst of economic growth in specific contexts, such as licensing, joint ventures, research and development, educational initiatives and other fields. In this regard, activities will be coordinated with other relevant main programs, especially Main Programs 08, 09 and 10.

Activities

- Research and data gathering on the effect of IP on economic growth;
- conducting a case study on R&D networks in developing countries and on how IP can help exchange data, accelerate research, increase funding, meet human needs, and prevent brain drain;
- conducting a case study on financing IP asset development and R&D networks with a national or regional partner;
- preparing presentations, training modules and a database of policies and practices, to promote the development and management of intellectual assets;
- demonstration projects and case studies on integrating IP into economic forecasting and planning, including within R&D policies and networks.

SUB PROGRAM 11.2 INNOVATORS AND SMEs

Objective: To improve awareness and understanding among governmental, private and civil society institutions worldwide enabling them to formulate and implement policies, programs and strategies to enhance the strategic use of IP assets by innovators and SMEs.

Expected Results	Performance Indicators
1. IP is increasingly perceived as a policy priority in empowering inventors, creators, academics, entrepreneurs and SMEs.	<ul style="list-style-type: none">• Number of national awareness raising programs targeting inventors, creators, academia, entrepreneurs and SMEs.• Number of policies developed or adopted on issues relating to IP for inventors, creators, academia, entrepreneurs and SMEs.

Expected Results	Performance Indicators
2. Better awareness and understanding, and greater use of the IP system among R&D institutions and universities to disseminate and commercialize research results.	Number of R&D institutions and universities which have established IP policies or coordinators to facilitate the development, protection and management of IP assets based on research results.

236. This sub-program targets innovators¹ and SMEs². Innovators and SMEs contribute more than 90 per cent of the GNP in many countries, and R&D institutions and universities contribute most of the knowledge creation in Member States. These knowledge contributors are often an underutilized force for driving business success and economic growth. The sub-program will integrate some activities undertaken by the SMEs Division and the Division for Infrastructure, Services and Innovation Promotion in 2002-2003, and give them a sharper focus. It will design specific strategies to empower groups of potential partners and users of the IP system, who have not had the time, resources and information to understand the importance of, and make effective use of, the IP system to identify, develop, protect and manage the knowledge and IP assets they create. For this purpose, specific national, regional or local services and support structures would be created, developed or reinforced. This sub-program will be carried out under the following themes:

- worldwide concerted efforts should be made in cooperation with other relevant partner organizations, which promote the use of IP for innovation and creation, such as SMEs associations, innovation center networks, business/technology incubators, universities, R&D institutions, science and technology parks, venture capitalists, professional associations, and chambers of commerce and industry;
- attention will be devoted to national and local capacity-building by providing tools, awareness and training material and e-learning programs (e.g. Internet), promoting networking among organizations, training the trainers in utilizing local expertise and WIPO's customized material and tools for innovators and SMEs, IP Coordinators, as well as customized material prepared by other organizations;
- this sub-program will coordinate with other WIPO programs to provide stakeholders with specialized and customized material and tools on various aspect of IP and its use and management which should empower innovators and SMEs

¹ including individual inventors and creators, researchers and administrators at public or non-profit R&D centers, and researchers at universities and other innovation-related organizations.

² Generally this refers to all small and medium sized enterprises including microenterprises, but different definitions of SMEs used in Member States will be respected in the implementation of program activities.

with enhanced knowledge about the role and use of IP for strengthening their competitiveness in the marketplace;

- a concerted effort will be made to use the IP system to facilitate the development of synergic partnerships between government, academia (R&D organizations and research-oriented universities), and industry and the business sector at national, regional and international levels for mutually beneficial results through effective use of commercial channels;
- the possibilities for inventors and innovators to access the financial facilities needed to develop their inventions and innovations, and to protect their IPRs, will be explored by studying the creation of a WIPO fund for financing inventive and innovative activities in developing countries and countries in transition;
- cooperation will continue with other international organizations such as International Telecommunication Union (ITU), United Nations Industrial Development Organization (UNIDO), International Labor Organization (ILO), Organization for Economic Co-operation and Development (OECD), World Bank, Central European Initiative (CEI) as well as NGOs such as World Association for Small & Medium Enterprises (WASME), International Small Business Congress (ISBC), International Association of Science Parks (IASP), European Small Business Alliance (ESBA), International Federation of Inventor's Associations (IFIA), Association of University Technology Managers (of USA) (AUTM), *Agence Universitaire de la Francophonie* (AUF), International Federation of Industrial Property Attorneys (FICPI) and International Confederation of Societies of Authors and Composers (CISAC).

Activities

- Assessing compiling and disseminating guidelines, best practices models and case studies for inventors, creators, academia, entrepreneurs and SMEs through various media, papers, CD-ROMs and the Internet (WIPO web site);
- supporting and participating in awareness-raising events on IP for innovators, inventors, creators, academia, entrepreneurs and SMEs (focusing on specific issues of practical interest such as technology transfer, IP licensing and IP assets management);
- developing awareness, teaching and training materials and guides, and customizing for individual countries a set of practical IP tool kits, targeting schoolchildren, innovators, inventors, creators, academia, entrepreneurs and SMEs;
- preparation of a set of guidelines and checklist on IP valuation, assessment and audit;

- promotion of the use of the IP system for innovation and creativity through the granting of WIPO awards for inventors, creators, academia, entrepreneurs and SMEs;
- exploration of a possible fund for financing IP asset development and management of research results and innovation in developing countries and countries in transition;
- promotion of the multifaceted use of legal, technical and business information in IP documents/databases for undertaking market research, collecting business intelligence, and promoting the commercialization of innovations; this includes the WIPO Patent Information Services for developing countries and countries in transition;
- assistance to SME associations, innovation center networks, business incubators, universities, R&D institutions, professional associations, and chambers of commerce in providing IP-related support services to their members and constituencies;
- conduct of training programs for key partner institutions and business service providers on IP, following a “training the trainers” approach;
- conduct, commission, technically backstop or contribute to research studies on IP and SMEs and conduct studies on areas of particular interest to SMEs (e.g. IP valuation; IP and financing; IP in university-industry relations; IP insurance);
- working with national and regional IP offices to enhance their outreach activities for SMEs.

SUB PROGRAM 11.3

COOPERATION WITH THE PRIVATE SECTOR

Objective: To enhance cooperation with the private sector in support of its more proactive participation in WIPO program activities.

Expected Results	Performance Indicators
1. Transparent and appropriate mechanisms and Guidelines which allow the private sector to play a proactive role in WIPO's activities.	Adoption of Guidelines for cooperation with the private sector.

Expected Results	Performance Indicators
2. Exploration of extra budgetary resources to increase opportunities to expand WIPO projects and augment activities serving to reinforce IP culture, strengthen human resources and build national IP infrastructures.	<ul style="list-style-type: none"> • Positive reactions from Member States and the private sector. • Amount of contributions accepted and number of projects approved.

237. WIPO has placed particular emphasis on the interests of the private market sector and benefited from timely and informed inputs from this important constituent as well as from users of the IP system in the preparation of its policy and programs. In the context of this sub-program, “the private sector” includes private persons, non-governmental organizations and others, such as commercial enterprises, industry associations and IP practitioners, interested in contributing to the development of IP laws and services.

238. WIPO will take another step forward towards in facilitating its cooperation with the private sector in order to create an enhanced environment conducive to the effective use of IP as a policy tool for growth. To this end, WIPO will establish necessary mechanisms and Guidelines which will capitalize WIPO’s experience accumulated during the implementation of activities within the framework of extra-budgetary funding agreements with certain governments (see Main Program 08). In the 2004-2005 biennium, WIPO will commence consultations with Member States on the proposed Guidelines, according to principles that Member States indicated at the sixth session of the Program and Budget Committee, including that on compliance with the UN Resolution 56/76 “Towards Global Partnerships,” and that on establishment of procedures through which Member States could ensure the proper implementation of accepted activities in accordance with the proposed Guidelines (see document WO/PBC/6/4).

239. A governance structure and Guidelines for administration and operation of projects and activities under this sub-program will be developed carefully and progressively by the Secretariat in consultation with the Member States, and will be submitted for approval by the competent governing body of WIPO in due course.

240. WIPO would benefit from this new extra-budgetary funding, and sources of practical expertise and other services, through implementation of multi-party (WIPO, governmental and private sector) projects directed at expanding WIPO capabilities in capacity-building and public outreach. The private sector would benefit through the enhancement of the IP culture, in which IP protection is strengthened and respected. Governments and national economies would benefit through the encouragement of the development of local IP infrastructure and human resource development, and reversal of the “brain drain” problem, through expanded innovation at local, country and regional levels, and the resultant expanded economic activity.

Activities

- Preparation of draft Guidelines for approval by the competent governing body of WIPO;
- enhancement of cooperation through promotion of contributions of funding and of proactive participation by the private sector partners in WIPO activities in accordance with the Guidelines;
- development of project activities; review of initial proposals for projects or contributions; implementation of the approved projects;
- provision of timely, accurate and transparent reporting to the competent governing body of WIPO of activities undertaken under this sub-program.

SUB-PROGRAM 11.4 PUBLIC OUTREACH

Objective: To further enhance and promote WIPO's image and to provide WIPO constituents with easier access to top-quality, up-to-date information on IP.

Expected Results	Performance Indicators
1. Attractive, accessible, and user-friendly information products on IP-related subjects.	<ul style="list-style-type: none">• Number of new/revised/updated general and specialized information products.• Number and range of WIPO information products conveying WIPO's corporate image.• Number of conferences and seminars for which publicity materials are prepared.• Number of documents available in each language version of the website and number of visits to website.
2. Increase in the number of WIPO products distributed free of charge, and greater use of information technology as a means to achieve this.	<ul style="list-style-type: none">• Number of WIPO products distributed free of charge.• Number of free publications available in the e-bookshop/WIPO site.

Expected Results	Performance Indicators
3. Increase in marketing activities for WIPO products.	<ul style="list-style-type: none"> • Number of events attended. • Number of countries in which WIPO sales agents are located. • Sales volume of WIPO sales agents. • Income generated from advertisements in WIPO periodicals. • Number of users of the e-bookshop information mailing lists. • Revenue from sales of WIPO publications and e-bookshop sales as a percentage of total sales.
4. Greater public understanding of IP and WIPO.	Increase in the volume, range, and quality of television productions, spots, documentaries, and video news releases.

241. Developing and maintaining an effective line of information materials is critical to the success of the Organization's demystification and public outreach campaign. This task becomes more challenging as public awareness of IP increases, giving rise to new issues and controversies that call for response or clarification from the Organization. Information materials and outreach efforts, customized to reach key target groups will be enhanced and disseminated in appropriate formats, including print, multimedia products, the Internet, and other means.

242. WIPO will embark on high profile public awareness events, including use of visuals and poster campaigns, in its efforts to educate the public and raise awareness with regard to counterfeiting and piracy. This initiative will complement activities which are geared towards enhancing national systems for the purpose of further developing international cooperation in support of effective use of IP systems.

Activities

- Creation of new public information products and publications, and updating of existing ones;
- creation of design concepts and advertising materials for WIPO conferences and other events; development of various information stands for WIPO's participation in international fairs, events and seminars;
- further development of WIPO's best-selling general publications;

- processing of orders for the sales of publications and free distribution of information products worldwide; efficient stock management of WIPO publications and information products;
- coordination and implementation of computerized sale and distribution as well as stock management system;
- creation of new outlets and markets for WIPO products through advertising, participation in fairs, expansion of sales agent network, and establishment of contracts for low-cost local publishing of WIPO materials;
- coordination with Member States and other programs in providing WIPO products for local translation and printing;
- development of cooperative projects with private sector and non-governmental entities in supporting WIPO's public outreach activities and in building the image of the Organization;
- cooperation with other WIPO Programs in developing and carrying out joint public outreach activities in order to meet the needs of Member States;
- preparation and organization of meetings, conferences and events aimed to enhance the public awareness on the importance of IP protection;
- contractual arrangements with commercial publishers to market other IP books;
- further improvement of the content of the electronic bookshop;
- establishment of co-publishing agreements with commercial/academic publishers;
- publishing the WIPO Magazine in three languages;
- management of the WIPO Information Center and organization of two exhibitions during the WIPO Assemblies;
- expansion and enhancement of public information content on the WIPO site, including interactive and video materials;
- further improvement and updating of the "look and feel", structure, and navigability of the WIPO site and ensuring harmony and consistency of format and presentation throughout the site and with other subsidiary sites;
- in cooperation with the relevant programs, addition of more material to the different language versions of the website;

- steady production of video clips on WIPO events, visits, exhibitions, etc., for television broadcast and webcast via the WIPO site;
- production of spots (public service announcements) for major television stations worldwide, international and national, and for webcast via the WIPO site;
- production of a series of television documentaries or short films on various aspects of IP, depending on external support available, and arranging for their transmission on international and national channels, with an emphasis in developing countries;
- conception and production of several interactive CD-ROMs on general or specialized issues, to be used in the conjunction with WIPO events and made available on the WIPO website.

Where appropriate, the activities under this sub-program will be carried out in coordination with other main programs, in particular sub-program 2.2 (External Relations), sub-program 12.2 (Knowledge Management) and Main Program 13.

Resource Description by Object of Expenditure

243. Total resources of Sfr18,500,000 reflect a program decrease of Sfr197,000 or 1.1 per cent with respect to the corresponding amount in the previous biennium.

244. For staff resources, an amount of Sfr12,802,000 is shown, a program decrease of Sfr191,000 or 1.5 per cent. This includes resources of:

- (i) Sfr12,124,000 for posts, reflecting a reduction of three positions, the reclassification of five posts including the reclassification of one position to D-level and
- (ii) Sfr678,000 for short-term expenses.

245. For travel and fellowships, an amount of Sfr897,000 is shown, a program increase of Sfr4,000 or 0.5 per cent. This includes resources of:

- (i) Sfr782,000 for 155 staff missions,
- (ii) Sfr115,000 for third party travel in connection with innovation promotion activities.

246. For contractual services, an amount of Sfr4,344,000 is shown, a program decrease of Sfr31,000 or 0.7 per cent. This includes resources of:

- (i) Sfr77,000 for conferences to cover interpretation and other costs of meetings on innovation promotion,
- (ii) Sfr1,769,000 for consultant services,
- (iii) Sfr1,132,000 for publishing services to cover the printing cost of WIPO public information products, including the WIPO magazine, laws and treaty brochures and patent information documents and

- (iv) Sfr1,366,000 for other contractual services to cover the cost of development projects, development of information products and corporate image.

247. For operating expenses, an amount of Sfr329,000 is shown, a program increase of Sfr173,000 or 111.6 per cent. This includes resources of:

- (i) Sfr20,000 for premises and maintenance and
- (ii) Sfr309,000for communications and other expenses.

248. For equipment and supplies, an amount of Sfr128,000 is shown, a program decrease of Sfr152,000 or 54.3 per cent. This includes resources of:

- (i) Sfr50,000 for furniture and equipment and
- (ii) Sfr78,000 for supplies and materials, including creativity awards.

Table 9.11 Detailed Budget 2004-2005 for Main Program 11

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									
11.1	Intellectual Property Policy and Development	432	855	197.9	32	7.4	887	205.3	1,319
11.2	Innovators and SMEs	7,669	(973)	(12.7)	140	1.8	(833)	(10.9)	6,836
11.3	Cooperation with the Private Sector	380	601	158.2	14	3.7	615	161.8	995
11.4	Public Outreach	9,863	(680)	(6.9)	167	1.7	(513)	(5.2)	9,350
	TOTAL	18,344	(197)	(1.1)	353	1.9	156	0.9	18,500
II. By Object of Expenditure									
	Staff Costs	12,673	(191)	(1.5)	320	2.5	129	1.0	12,802
	Travel and Fellowships	887	4	0.5	6	0.7	10	1.1	897
	Contractual Services	4,349	(31)	(0.7)	26	0.6	(5)	(0.1)	4,344
	Operating Expenses	155	173	111.6	1	0.6	174	112.3	329
	Equipment and Supplies	280	(152)	(54.3)	--	--	(152)	(54.3)	128
	TOTAL	18,344	(197)	(1.1)	353	1.9	156	0.9	18,500

B. Post Variation by Post Category

Post Category	2002-2003 Revised A	Post Variation B-A	2004-2005 Proposed B
Directors	3	1	4
Professionals	13	4	17
General Service	22	(8)	14
TOTAL	38	(3)	35

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

Object of Expenditure	Sub-program				Total
	1 IPPD	2 ISME	3 CPS	4 PO	
Staff Costs					
Posts	946	4,705	442	6,031	12,124
Short-term Expenses	63	210	58	347	678
Travel and Fellowships					
Staff Missions	80	300	100	302	782
Third Party Travel	--	115	--	--	115
Contractual Services					
Conferences	--	77	--	--	77
Consultants	200	670	395	504	1,769
Publishing	--	52	--	1,080	1,132
Other	20	652	--	694	1,366
Operating Expenses					
Premises and Maintenance	--	--	--	20	20
Communication and Other	--	35	--	274	309
Equipment and Supplies					
Furniture and Equipment	--	--	--	50	50
Supplies and Materials	10	20	--	48	78
TOTAL	1,319	6,836	995	9,350	18,500

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

<i>Object of Expenditure</i>	<i>Sub-program 2 ISME</i>
Staff Expenses	712
