WORLD INTELLECTUAL PROPERTY ORGANIZATION

WWW.

What We Do







What We Do

- I. Much of what we do is project-based, centrally-managed and driven by demand that is articulated after intensified conversations with stakeholders in countries.
- II. We plan beyond outputs and target cumulative outcomes, so that nothing will be a one-off action. Subsequent activities build on previous ones. All programs are coordinated, and initiatives are linked for coherence, while we hope to shift from annual planning to a longer time horizon strategic goal-setting.

What We Do

- III. We know what is monitored gets done. Thus, we use results-based management tools with performance indicators that are anchored on the country's priorities and tangible goals for better buy-in.
- IV. We stress mutual accountability from all parties and plan for sustainability of the results by empowering stakeholders. We work with local and regional experts to have a ground-level view of the environment on which IP will operate and impact society.
- V. The key challenge is to avoid duplications, break silos and work together with clear goals shared by in-country institutions and partners. This is why we design multi-dimensional activities that encourage the sharing of information, networking among individuals and building of collaboration platforms and communities.

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THE WAY

Thank You

Theme 2: Planning and Design





