

## MAIN PROGRAM 05

# Office of Global Communications and Public Diplomacy

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### 05.1 Communications on the Internet and Intranet

### 05.2 Media Relations and Public Affairs

### 05.3 Public Information Products

### 05.4 Research Services, WIPO Library and Archives

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#### Main objectives:

- ◆ To provide complete and the latest information on intellectual property and on WIPO to Member States, interest groups and civil society.
- ◆ To provide such information by the most efficient, user-friendly means, taking advantage of modern information technologies.
- ◆ To promote an informal international dialogue on intellectual property through modern interactive channels of communication.
- ◆ To provide a leading international service for background intellectual property studies and information for scholars, researchers and specialists.

#### **Current situation**

Recent years have seen a rapid rise in the level of interest in intellectual property issues, and sharpened attention and concern among interest groups about the impact of intellectual property on business, culture and daily life. That interest has been accentuated by the Internet and digital technology, but has not been matched by a comparable rise in practical understanding of the principles and operations of the intellectual property system, and fundamental misconceptions abound. WIPO is expected to fill this information gap, through the provision of clear, comprehensive, user-friendly information materials, making maximum use of modern information technologies, for different sectors of society. The need has arisen for an organization-wide strategy for communications, which had been handled until now individually by WIPO managers.

#### **Strategy for the future**

Communications will no longer remain only a support function but will also become a substantive program of WIPO, forming an integral part of the strategic management of the Secretariat. All communications activities will be consolidated and centralized in order to establish WIPO as a modernized, effective communications-oriented organization. This new Office of Global Communications and Public Diplomacy (“the Office”) is designed to enhance WIPO’s substantive capacities by creating new links and strengthening existing

ones with WIPO's various constituencies (Member States, non-governmental organizations (NGOs), intergovernmental organizations (IGOs), users, civil society, etc.). It aims to establish a global leadership role for WIPO in international intellectual property communications. According to this strategy, WIPO would also become a unique global forum for debate, exchange and consensus building.

A major plan will be implemented for the generation, organization, coordination, storage and dissemination of intellectual property information and exchange, in order to promote understanding of the role of intellectual property in economic and cultural life and civil society as well as to enhance respect for intellectual property rights. This is a vital task in a global economic environment where information and knowledge have become key sources of economic growth. Communications and information emanating from WIPO will reflect a common identifiable corporate image. To achieve this, the Office will deploy and consolidate existing and additional human resources, the latest information technologies, and new skills. It will be responsible for four distinct but related Units that will function in close consultation and cooperation with other departments of the Secretariat. The Office will henceforth work closely with the media, reflecting their catalytic role. It will also actively support and complement the efforts of Member States' governments and NGOs in promoting business and public understanding of and respect for intellectual property rights.

**New  
program  
activities**

- ◆ Creation, within WIPO, of an information policy for global communications and public diplomacy and for global information management and accessibility.
- ◆ Enhancement of WIPO Website as the leading digital source of information and a forum for exchange of views on intellectual property.
- ◆ Creation of an identifiable, corporate image reflecting the dynamic role of WIPO.
- ◆ Creation of and dissemination within the Secretariat of a culture of effective, two-way communications.
- ◆ Implementation of a pro-active program of cooperative relations with the media based in Geneva, and in the Member States, combined with a system of evaluation of the perception of WIPO and intellectual property issues in the international media.
- ◆ Pro-active, close cooperation to service the information requirements of NGOs, civil society, IGOs, special-interest groups such as consumers, women inventors and creators as well as young people.
- ◆ The design and creation of general and specialized information products and their presentation, especially the creation of audio-visual and multimedia information tools.
- ◆ Transformation of the WIPO library and related publication and documentary resources, and creation of a WIPO archive, so that WIPO becomes a leading intellectual property research center for scholars, academics, historians and others interested in the historical and current evolution of intellectual property issues at the international level.
- ◆ Implementation of a business-oriented approach in the planning, preparation, sale and distribution of WIPO's information products.

- ◆ Close coordination and cooperation with information technology development under Main Program 12.
- ◆ Organization of special events in late 1999, on the eve of a new century and a new millennium, to highlight the future role of WIPO and future directions of intellectual property.

- Expected results**
- ◆ A coherent policy and effective program of activities on global communications and public diplomacy that is backed up by an efficient infrastructure based on judicious use of information technologies and by information products with customized contents for different user groups.
  - ◆ More extensive and accurate coverage of WIPO and intellectual property issues in the media.

## Sub-program 05.1

### Communications on the Internet and Intranet

#### Objectives:

- ◆ To upgrade WIPO's presence on the Internet based on clear information policies and through systematic management of the contents of its Website.
- ◆ To promote internal communication and use of reference materials in the Secretariat by introducing and maintaining additional information on Intranet for use by the WIPO staff.

**Background** WIPO already has a trilingual site on the World Wide Web providing a great deal of general information on WIPO's treaties and on the intellectual property system, as well as documents of meetings, details of the PCT and Madrid systems, etc. However, no one has been responsible to senior management on the site's overall purpose and function, nor for coordinating and managing its contents to ensure that only up-to-date information is made available. Information is not presented on the site in a fully user-friendly manner, responsive to the needs of the full range of potential users. The Intranet, which is for the sole use of WIPO staff, has some general administrative and other internal information and a mirror site of the WIPO Internet site, but also requires greater direction and management.

#### **Main activities**

- ◆ Development of a policy on the purpose and function of the Internet site and Intranet services, and the restructuring of the site, coordinated closely with information technology development under Main Program 12.
- ◆ Maintenance and improvement of the Internet site, through screening and selecting, in consultation with the other programs concerned, the information to be loaded onto the

site, keeping that information up-to-date, presenting information in an interesting, interactive and user-friendly way, establishing links with other related Websites, and continuous use of new developments in digital technology.

- ◆ Provision of other Internet services, such as list servers, video-conferencing and file transfer protocol, in coordination with Main Program 12, in order to speed up, and reduce expenditures on, the transfer of WIPO's numerous working documents to Member States and interested individuals, or even to replace certain technical meetings by setting-up discussion groups via Internet.
- ◆ Development of an internal information program using Intranet technology along the lines of the Internet home page, with special emphasis on internal office communications between staff and colleagues in support of their work.

**Expected  
results**

- ◆ The WIPO Website will become one of the world's top intellectual property services on the Internet. There will be almost immediate and cheaper dissemination of information to all Member States and user groups. The information will be kept up-to-date and relevant to the needs of each user group, including the staff of the Secretariat. At the end of the period under review, WIPO's digital communications should reflect the high-technology orientation of the Organization and should support the Organization's program of official document and publication distribution to Member States and observer organizations.
- ◆ Improved accessibility of information within the Secretariat, and greater sharing of relevant information by the WIPO staff.

Communications on the Internet and Intranet (in thousands of Swiss francs)											
Sub-program 05.1	<u>Official Travel and Fellowships</u>			<u>Contractual Services</u>				<u>Operating Exp.</u>		<u>Equipment and Supplies</u>	
	Staff Missions	Part. Govt Officials	Fellowships	Conferences	Consultants	Publishing	Other	Premises & Maint.	Comm. & Other	Supplies & Materials	Furniture & Equipment
<b>Total</b>	<b>697</b>	60	-	-	93	-	5	-	442	-	97

## Sub-program 05.2

### Media Relations and Public Affairs

#### Objectives:

- ◆ To promote the media's greater interest in and understanding of intellectual property issues and WIPO's role through, *inter alia*, a transparent, pro-active and responsive relationship with the media.
- ◆ To support the specific information needs of the media based in Geneva and in the capitals of the Member States, particularly the media in developing countries.
- ◆ To strengthen WIPO's outreach to non-governmental organizations (NGOs), civil society and intergovernmental organizations (IGOs).
- ◆ To enhance WIPO's links with the local community of Geneva and its vicinity and with visiting members of the public and other groups.

#### **Background**

WIPO began to adopt a more active approach to media relations in response to a considerable increase in media interest at the time of the WIPO Diplomatic Conference which adopted the WCT and WPPT in December 1996, but there has been little regular, cooperative contact with the media. Hence there are untapped opportunities for WIPO to take advantage of the media's crucial role as a leader of public opinion at a time when public interest in intellectual property issues is growing, with the concomitant need for accurate, up-to-date information.

To date, WIPO's public affairs role in relation to NGOs, civil society and IGOs has been reactive, largely confined to responding to specific requests. Moreover, the information provided is often not tailor-made. In recognition of the leading role of NGOs, particularly at the national level, as actual or potential opinion leaders and disseminators of information, WIPO will actively help them to fulfill this role so that the information and opinions disseminated are accurate, useful and digestible. Further, unless the public and the general consumer understand the nature of intellectual property rights, it will be difficult to effectively combat counterfeiting and piracy; hence WIPO should assist important national efforts to educate the public. Particular information support will be provided to women and youth groups. As more and more intergovernmental organizations, such as the World Bank, UNDP and others, become interested in intellectual property issues, WIPO should assist them, in coordination with other departments in the Secretariat, by the regular provision of suitable information materials.

#### **Main activities**

- ◆ Greater interaction with the media, particularly through the Head of the Office for Global Communications and Public Diplomacy as the principal media spokesman of the Organization and of its Director General.
- ◆ Organization of regular informal briefings for the media represented in Geneva on important activities of WIPO and on general issues of intellectual property.

- ◆ Organization of study visits and briefings in Geneva for journalists from developing countries as part of WIPO's program of cooperation for development.
- ◆ Continuous improvement of the information services provided to the media, including through monitoring and evaluating the media's coverage and perception of intellectual property issues and WIPO.
- ◆ Regular provision of information products and other support to the media based in the Member States.
- ◆ Support of other substantive work of WIPO by informing the media on work being undertaken by other elements of the Secretariat.
- ◆ Initiation and maintenance of communications with, in particular, national NGOs which, because of their national character, have no observer status with WIPO, or international NGOs with observer status with WIPO but which generally do not attend WIPO meetings.
- ◆ Preparation and updating of documentation and other information products matching the requirements of NGOs, civil society and IGOs, and new information materials to suit particular national needs.
- ◆ Assistance to intergovernmental organizations needing to enhance their knowledge of intellectual property, including briefings to their staff.
- ◆ Enhancement of WIPO's presence in Geneva through a visitor service offering regular guided visits and briefings, with a multimedia information service for visitors to the WIPO headquarters.
- ◆ Intensification of cooperation with the Joint United Nations Information Committee and enhancing interaction with other information structures within the UN system.

**Expected  
results**

- ◆ Greater transparency, visibility and accuracy of information concerning WIPO and intellectual property issues, not only in the international media but also in the national media of Member States.
- ◆ Enhanced communication with NGOs, civil society and IGOs, through the production and dissemination of information and regular contacts.
- ◆ Establishment of a speedy, responsive service to handle inquiries received directly in Geneva, and an information center to receive visitors at WIPO headquarters.

<b>Media Relations and Public Affairs</b> (in thousands of Swiss francs)											
Sub-program 05.2	<u>Official Travel and Fellowships</u>			<u>Contractual Services</u>				<u>Operating Exp.</u>		<u>Equipment and Supplies</u>	
	Staff Missions	Part. Govt Officials	Fellowships	Conferences	Consultants	Publishing	Other	Premises & Maint.	Comm. & Other	Supplies & Materials	Furniture & Equipment
<b>Total</b>	<b>509</b>	73	-	-	144	-	75	-	120	-	97

## Sub-program 05.3

### Public Information Products

#### Objectives:

- ◆ To produce and maintain a range and stock of useful, public information products.
- ◆ To systematize and harmonize the presentation of WIPO's public information products and other specialized information products produced by the other elements of the Secretariat so as to conform to WIPO's corporate image.
- ◆ To sell and distribute efficiently WIPO's information products.

**Background** At present, the main WIPO general information products are the Activities Report, the General Information Brochure, *Industrial Property and Copyright* (a monthly review), the Industrial Property and Copyright Administration Directories and the Catalogue of Publications. These products are destined for the governments of Member States, their intellectual property administrations, specialized professional, business and legal groups and individuals, the general public and the media. The existing range of products is narrow and does not serve the full range of potential users. Further, the Organization lacks a common, identifiable corporate image.

The sale of WIPO information products such as publications (including CD-ROM products), information materials and publications generated, in the 1996-97 biennium, gross revenue of about 10 million Swiss francs. This revenue-generating activity is in increasing need of clear policy direction, and a strategic, business-like approach to sales and marketing. Planning of publications will need to take greater account of market demand and interest. On the whole, the sale and distribution of publications has functioned in an ancillary role, responding to requests from within the Secretariat, Member States or industry for publications, whether against payment or free of charge. At the same time, the system of inventory control needs to be upgraded. Considerable outsourcing is undertaken for printing periodicals and certain other publications, and there is a need for an overall publications policy, strategy and program that will ensure the most cost-effective approach.

#### **Main activities**

- ◆ Overhaul of important information products such as the WIPO Activities Report and the monthly review, *Industrial Property and Copyright*, to improve readability, clarity and analysis through a reorganization of their content, structure and presentation, and introduction of color and graphics.
- ◆ In cooperation with other Main Programs, especially those dealing with the preparation of training materials, a program of improvement of existing products and development of new information products, in audio-visual, textual and digital forms, to meet the requirements of all target groups, such as WIPO Member States, IGOs, NGOs (specialized and non-specialized, national and international), making use of information technologies.



- ◆ Upgrading the computerized system of administration of all information products for speedy processing and dispatch of orders, and inventory control.
- ◆ Implementation of guidelines for evaluating the usefulness of information products and for the costing and pricing of all products which are for sale.
- ◆ Implementation of strategies for promoting and marketing the information products, including the sale of advertising space.
- ◆ Coordination and support of the other elements of the Secretariat which create or generate information products and related sales products.
- ◆ Establishment of a digital sales system for publications and other products (electronic bookshop) with on-line payment facility.
- ◆ Development and implementation of an overall publications policy, strategy and program to ensure the lowest cost for generating information products, particularly of printed materials, in coordination with sub-program 17.4.

#### Expected results

- ◆ Transformation of the WIPO Activities Report and other existing general information products, and development of new information materials; an enhanced capacity to respond quickly to requests for information products in support of educational and public awareness campaigns in the Member States.
- ◆ A coherent business-based publications strategy, trimming costs and increasing sales and revenue, and providing a faster service to subscribers and clients; creation of an electronic bookshop.

Public Information Products (in thousands of Swiss francs)											
Sub-program 05.3	Official Travel and Fellowships			Contractual Services				Operating Exp.		Equipment and Supplies	
	Staff Missions	Part. Govt Officials	Fellowships	Conferences	Consultants	Publishing	Other	Premises & Maint.	Comm. & Other	Supplies & Materials	Furniture & Equipment
<b>Total</b>	<b>1,977</b>	20	-	-	92	1,800	50	-	-	-	15

## Sub-program 05.4

### Research Services, WIPO Library and Archives

#### Objectives:

- ◆ To function as a leading center with one of the world's best collection of publications and documentation on intellectual property issues.
- ◆ To provide research materials and support to scholars, academics, researchers, historians, economists and other specialists interested in intellectual property.

**Background** The emergence of intellectual property as a major factor in international trade and economic relations, coupled with the legal complexities of intellectual property rights



(IPRs) protection arising from the use of digital technology have led, *inter alia*, to a growing number of people interested in intellectual property as a research subject. This interest can be academic, e.g., in teaching intellectual property law or in writing a doctoral thesis. It can also be economic, such as to understand the impact of IPR protection on technology transfer and business strategy, or for legal and diplomatic reasons, such as to trace the history of certain WIPO-administered treaties and their revisions over time. The consequence of such interest has been a mushrooming of academic or business studies on different aspects of intellectual property.

The WIPO library currently provides an essential but limited support to such people as researchers, students, university teachers, lawyers and economists in their work. The library also supports the research work that is done by the staff of the Secretariat as well as providing them with information materials which allow them to keep abreast of current thinking and trends in the field of intellectual property. An essential link which should complement the support provided by the library is now missing, namely, the existence of a WIPO archive. A clear need has emerged for a policy and procedure to systematically collect, safeguard and make available WIPO's records, papers and files in the interests of posterity. Furthermore, WIPO is increasingly being called upon to support examination of the economic, cultural and social impact of the protection of intellectual property rights through the provision of pertinent background studies.

#### **Main activities**

- ◆ Overhaul of the classification system of the library holdings.
- ◆ Extension of the current law-focused holdings of the library by the acquisition of a collection of important publications, studies, theses and papers on intellectual property issues, whether from an economic, trade, business, technical, cultural, social or public-interest point of view.
- ◆ Enhancement of the computerized library system and its digital network to improve support, e.g. through better searchability of subject matter, for visitors as well as inquirers and researchers worldwide.
- ◆ Establishment and maintenance of close links with research centers and academic institutions around the world which are interested in intellectual property issues and instituting programs for exchange of materials.
- ◆ Provision of information, in various forms via different modes of communications, to researchers, visitors, academics and other interested groups or individuals requesting for such information.
- ◆ Implementation of a policy on the creation and maintenance of a WIPO archive.

#### **Expected results**

- ◆ The creation of world-class research facilities for researchers, scholars and other intellectual property professionals and the interested public, including a WIPO archive and a network of cooperative relations with academic and research institutions and researchers on intellectual property matters.

Research Services, WIPO Library and Archives (in thousands of Swiss francs)											
Sub-program 05.4	Official Travel and Fellowships			Contractual Services				Operating Exp.		Equipment and Supplies	
	Staff Missions	Part. Govt Officials	Fellowships	Conferences	Consultants	Publishing	Other	Premises & Maint.	Comm. & Other	Supplies & Materials	Furniture & Equipment
<b>Total</b>	<b>798</b>	15	-	-	30	-	-	330	-	399	24

## Program Budget Summary

Office of Global Communications and Public Diplomacy (in thousands of Swiss francs)											
	Official Travel and Fellowships			Contractual Services				Operating Exp.		Equipment and Supplies	
	Staff Missions	Part. Govt Officials	Fellowships	Conferences	Consultants	Publishing	Other	Premises & Maint.	Comm. & Other	Supplies & Materials	Furniture & Equipment
Sub-program 05.1	697	60	-	-	93	-	5	-	442	-	97
Sub-program 05.2	509	73	-	-	144	-	75	-	120	-	97
Sub-program 05.3	1,977	20	-	-	92	1,800	50	-	-	-	15
Sub-program 05.4	798	15	-	-	30	-	-	330	-	399	24
<b>Total</b>	<b>3,981</b>	168	-	-	359	1,800	130	330	562	399	233

## Staff needs and costs

Three additional Professional and one and a half General Service staff are required to implement the new activities in the Office of Global Communications and Public Diplomacy, in the areas of Media Relations and Information Products.

Posts	1996-97	1998-99	Variation
Directors	1	1	0
Professionals	6	9	3
General Service	16	17.5	1.5
<b>Total</b>	<b>23</b>	<b>27.5</b>	<b>4.5</b>

Staff costs (in thousands of Swiss francs)	Budget 1996-97	Budget 1998-99	Variation
Salaries of regular staff	5,256	6,139	
Salaries of short-term staff	188	720	
Social charges + other personnel costs	1,724	2,014	
<b>Total staff costs</b>	<b>7,167</b>	<b>8,873</b>	<b>23.8%</b>

## Comparative Budget Summary

<b>MAIN PROGRAM 05: Office of Global Communications and Public Diplomacy</b>	(In thousands of Swiss francs)					
	<b>Budget 1996-97</b>	<b>Budget 1998-99</b>	<b>Variation</b>			
			<b>Program</b>		<b>Cost</b>	
			<b>Amount</b>	<b>%</b>	<b>Amount</b>	<b>%</b>
Program Activities	2,996	3,981	844	28%	141	4.7%
Staff Costs	7,167	8,873	1,698	23.7%	8	0.1%
<b>TOTAL</b>	<b>10,163</b>	<b>12,854</b>	<b>2,542</b>	<b>25.0%</b>	<b>149</b>	<b>1.5%</b>