

MAIN PROGRAM 14

The WIPO Worldwide Academy (WWA)

14.1 Distance Learning and Outreach

14.2 Professional Training

14.3 Policy Development

Summary

219. The WIPO Worldwide Academy (WWA) was created in March 1998 as a direct response to requests from Member States for assistance in acquiring specialized knowledge and skills to enable them to benefit fully from the intellectual property system. It is in that framework that the overall objective and mandate of the Academy was established: to serve as an educational institution of excellence in teaching, training, and research in intellectual property.

220. Due to the continuing growth of activities related to the protection of intellectual property in Member States, requests for tailor-made training programs have increased steadily. In response to this demand, the Academy expanded the scope and coverage of its training, teaching and research activities in the 2000-2001 biennium, and will continue to intensify and focus those activities in the 2002-2003 biennium.

221. The definition of intellectual property set out in Article 2 (viii) of the Convention Establishing the World Intellectual Property Organization includes “inventions in all fields of human endeavor.” Therefore, in developing its curriculum of courses and training programs, the Academy takes care that it is not limited to the traditional and conventional areas of intellectual property, but extends to new and emerging areas of concern to Member States. In all its endeavors, the Academy places great emphasis on achieving excellence in the content and quality of the training activities delivered. Care is also taken to ensure that the Academy’s focus includes the provision of specialized but practical knowledge not only to policy makers and professionals working in the field of intellectual property, but also civil society and other stakeholders in the intellectual property system.

222. The Academy’s distance learning and outreach program, launched in June 1999, is quickly being developed into an effective training tool. Using the Internet as a platform for course delivery allows registration, student-teacher interaction, student tests, and course monitoring and evaluation systems to take place on-line, which is both cost-effective and greatly extends the possibilities for participation. The courses will also be made available on CD-ROM for those who may not have Internet connectivity or for whom the cost of such Internet connectivity is too high. Distance learning has become the Academy’s flagship activity and is increasingly used as a platform for traditional training programs, with new and advanced courses on various intellectual property topics being launched in 2001.

223. The successful completion of the distance learning introductory modules on intellectual property will be considered as a prerequisite for participation in other Academy training programs. The link thus established will ensure that the conventional face-to-face courses of the Academy can take place at intermediate and advanced levels rather than at an introductory level, rendering all training activities more efficient and possibly saving time and other resources for all concerned.

224. The Academy's strategies include the strengthening of its professional training programs, putting greater emphasis on the development of skills for those engaged in the management and administration of national and regional intellectual property systems.

225. As part of its culture of encouraging students and young professionals to develop a sustained interest in the field of intellectual property, the Academy will continue to organize the WWA Summer School program. The Academy's policy development program organizes academy sessions and symposia for diverse groups, such as decision makers, diplomats, enforcement officials, industry representatives, members of civil society including non-governmental organizations, and journalists to exchange views, particularly on new and emerging issues and to share experiences on topical issues of intellectual property.

226. The program will also concentrate on building links and cooperation with educational institutions of excellence with a view to offering courses jointly, developing educational materials and curricula, and conducting research activities.

227. In the 2002-2003 biennium, emphasis will be placed on teaching and research activities to meet the ever-increasing needs in this area as well as to explore new and emerging intellectual property issues. In order to keep pace with the dynamics of change in the field of intellectual property, it is imperative to develop such scholarship and research capabilities. A more intensive program concentrating on the training of trainers and researchers will also be launched.

WIPO Library

228. To support the ever-increasing research needs of the WWA, WIPO staff, representatives of Member States and other scholars, the WIPO Library will continue to expand and improve its services during the 2002-2003 biennium. In the previous biennium, greatly increased use of digital technology enabled it to provide fast, efficient and extensive research and reference assistance to users who could not physically visit the Library. These electronic services such as the provision of "Tables of Contents," full-text articles, and research bibliographies, will be further enhanced.

229. In line with the wider program activities at WIPO, new library acquisitions will focus on traditional knowledge and small and medium-sized enterprises (SMEs), while continuing to cover trade, economic, technological and cultural aspects of intellectual property.

230. To support the research needs of WIPO staff, students and other researchers, the Library will continue to build up access to searchable electronic databases and participate actively in the United Nations System Electronic Information Acquisition Consortium (UNSEIAC) for the purchase of electronic journals and online services on favorable terms.

Sub-program 14.1

Distance Learning and Outreach

Objectives:

- ◆ To increase the educational opportunities in the field of intellectual property for a broad spectrum of target groups, through the use of information-supported learning tools.
- ◆ To promote the role of WIPO Worldwide Academy and its programs through information and outreach activities.

Background

231. Having established a sound basis and gained worldwide recognition as an efficient educational tool for teaching and training during the previous biennium, the Distance Learning program will further expand its outreach in the 2002-2003 biennium, counting on its consolidated pedagogical experience and range of promotional activities.

232. The introductory course on intellectual property has received wide acclaim from a broad range of users and has continued to attract an increasing number of participants from the private sector and university students worldwide. At the same time, a series of advanced distance learning courses continue to be developed based on identified needs.

233. The delivery of the WWA distance learning courses will require strong organizational, administrative, pedagogical and technical support. These efforts will be accompanied by an appropriate marketing strategy, including the development and testing of an adequate fee structure for the private sector. The courses would, however continue to be provided free for participants from Member States and at reduced rates for academic institutions.

234. In order to expand the delivery of distance learning courses, especially in countries with low or expensive Internet connectivity, the use of CD-ROMs for course content will be increased.

235. The success of the distance learning program and other programs of the WWA will ultimately rest on the scope of their outreach. While the WWA Internet homepage will continue to convey updated and relevant information, a range of other promotional materials, e.g. publications and multimedia presentations, will also be produced, to offer a vibrant image of the WWA within the intellectual property community, and consolidate its presence among wide and diverse groups of program beneficiaries.

<u>Expected Results</u>	<u>Performance Indicators</u>
1. Availability of an officially recognized distance learning curriculum of intellectual property studies, leading to academic qualification.	<input type="checkbox"/> Number and nature of special agreements concluded with select institutions.
2. Adaptability of course fees to well-defined criteria.	<input type="checkbox"/> Number of registered students for each category of fees applied. <input type="checkbox"/> Amount of money raised from the application of the agreed fee structure.
3. On-line/residential teaching and tutorial services by a core faculty of renowned academics.	<input type="checkbox"/> Number of faculty members.
4. Availability of course content in diversified formats and delivered through appropriate technical solutions.	<input type="checkbox"/> Number of languages in which courses are offered. <input type="checkbox"/> Number of registered students for each course offered.
5. Facilitated access and support services to distance learning students, through improved on-line management and delivery systems.	<input type="checkbox"/> Increase in the ability of the system database to track progress of distance learning students, from registration through graduation.
6. Creation of new course content based on actual demand.	<input type="checkbox"/> Number of demands received. <input type="checkbox"/> Number of new distance learning courses developed.
7. Expanded visibility and outreach of the WWA programs and activities.	<input type="checkbox"/> Number of publications and promotional materials produced.

Activities

- ◆ Institutional networking leading to the increased outreach of the distance learning program.
- ◆ Creation of a full and recognized intellectual property curriculum, offering a range of distance learning courses.
- ◆ Establishment of a core faculty of leading international intellectual property academics, to serve as tutors, both on-line and at residential sessions, as required by the nature of the courses.
- ◆ Design and implementation of an outreach strategy, through the production and distribution of information and promotional materials aimed at increasing the visibility of the WWA within the intellectual property community and among university students, and expanding target audiences worldwide.

Sub-program 14.2

Professional Training

Objectives:

- ◆ To enhance professional and practical training at the intermediate and advanced levels and to strengthen links with the distance learning program.
- ◆ To develop specialized skills of professionals through cooperation with national and regional industrial property and copyright offices, government agencies and other sectors.
- ◆ To organize the Summer School program on intellectual property.

Background

236. During the 2002-2003 biennium, the WWA will continue to respond to the ever-increasing number of requests for training courses on various aspects of intellectual property and its administration.

237. The courses offered will include patent information, search and examination; legal, administrative and economic aspects of industrial property; management of intellectual property rights related to industrial designs; assessment and valuation of inventions and research results; innovation support services and their management; trademarks and appellations of origin; copyrights and related rights and collective management of these rights. Completion of the distance learning introductory courses

will be a prerequisite for participation in the various courses offered under this and other programs of the WWA.

238. As part of WIPO's program of cooperation with developing countries and countries in economic transition, the WWA will address the needs of the management and technical staff of intellectual property offices and also of users and potential beneficiaries of the intellectual property system, such as research and development (R&D) institutions and small and medium-sized enterprises (SMEs). Cooperation with intergovernmental organizations, national intellectual property offices, government agencies and other related institutions will be further strengthened. Increased cooperation with non-governmental organizations (NGOs) in developing training activities will be sought.

239. The WWA will undertake the development of educational and teaching materials as well as the organization of the Summer School Program, aimed at exposing young people to the fundamentals of intellectual property with a view to encouraging them to pursue careers in this field.

<u>Expected Results</u>	<u>Performance Indicators</u>
1. Upgrade and enhance skills of nationals from developing countries and certain countries in Europe and Asia trained by WIPO in intermediate, advanced and specialized aspects of intellectual property.	☐ Number of nationals from developing countries and certain countries in Europe and Asia.
2. Strengthen further linkages with distance learning programs.	☐ Number of courses in which linkage is established.
3. Increased opportunities for participation in the Summer School.	☐ Number of students admitted to the Summer School.

Activities

- ◆ Organization of interregional, intermediate, advanced and specialized face-to-face courses and practical training, as needed, in cooperation with regional agencies and the intellectual property offices of certain Member States. The topics covered will range from industrial property and copyright and related rights in general, to specific training in the fields of patent documentation, search and examination techniques, patent and trademark procedures, *etc.*
- ◆ Organization of the Summer School Program.

Sub-program 14.3

Policy Development

Objectives:

- ◆ To focus on intellectual property information-sharing, orientation and training for decision-makers, policy-advisers and other senior officials involved in the protection, administration and enforcement of intellectual property rights.
- ◆ To build scholarships and research in the field of intellectual property.
- ◆ To develop educational materials and curricula for the teaching of intellectual property.

Background

240. In the 2002-2003 biennium, the WWA will continue to organize general Academy sessions for senior government officials involved in formulating policies for the protection of intellectual property. These Academy sessions will serve as a forum for debate and the exchange of experience as well as deepening knowledge of the intellectual property system as a tool for social, economic, cultural and technological development.

241. In addition, special Academy sessions will be organized on emerging and global issues in the field of intellectual property.

242. In the current biennium, as in the 2000-2001 biennium, special Academy sessions will also be organized for specific target groups such as diplomats, journalists and law enforcement officials. The sessions will be extended to cover new target groups, such as chief executives of research and development (R&D) institutions, small and medium-sized enterprises (SMEs) and non-governmental organizations.

243. In line with its objective, the WWA will conduct intensive diploma or degree courses and programs in the field of intellectual property, in cooperation with educational institutions of excellence. In this connection, the distance learning program will also be used as a complement to face-to-face instruction, where appropriate.

244. In order to attain its stated mission of becoming an educational institution of excellence in teaching, training and research, the WWA will initiate the necessary steps to obtain accreditation for award of diplomas and degrees. It will continue to offer long-term fellowships to participants from developing countries to pursue graduate and post-graduate studies in intellectual property in selected institutions.

<u>Expected Results</u>	<u>Performance Indicators</u>
1. Deeper understanding of the importance of intellectual property and its role in social, economic, cultural and technological development.	❑ Increase in the number of decision-makers and policy advisers attending Academy sessions.
2. Strengthened capacity of decision-makers and policy advisers to make and implement new policy regarding intellectual property.	❑ Feedback from participants.
3. Extension of cooperation arrangements with educational institutions of excellence in the field of intellectual property.	❑ Number of fellowships granted.
4. Development of educational materials and Curricula for the teaching of intellectual property.	❑ Number of educational materials and curricula made available.

Activities

- ◆ Organization of general Academy sessions.
- ◆ Organization of special Academy sessions on topical issues and for special target groups.
- ◆ Grant of scholarships to support graduate and post graduate programs in intellectual property, in cooperation with universities and other academic institutions in both industrialized and developing countries.
- ◆ Organization of the joint diploma program with selected universities, including the University of Turin (Italy) and the Lund University (Sweden).
- ◆ Organization of programs to promote research activities in the field of intellectual property.

Table 11.14 Detailed Budget 2002-2003
Main Program 14
The WIPO Worldwide Academy

A. Budget Variation by Object of Expenditure

<i>Object of Expenditure</i>	2000-2001	<i>Variation</i>						2002-2003
	<i>Revised Budget A</i>	<i>Program</i>		<i>Cost</i>		<i>Total</i>		<i>Proposed Budget E=A+D</i>
		<i>Amount B</i>	<i>% B/A</i>	<i>Amount C</i>	<i>% C/A</i>	<i>Amount D=B+C</i>	<i>% D/A</i>	
Staff Expenses	4,619	2,097	45.4	382	8.3	2,479	53.7	7,098
Travel and Fellowships	6,737	(850)	(12.6)	213	3.2	(637)	(9.5)	6,100
Contractual Services	1,810	280	15.5	76	4.2	356	19.7	2,166
Operating Expenses	90	(4)	(4.4)	3	3.3	(1)	(1.1)	89
Equipment and Supplies	795	(28)	(3.5)	28	3.5	-	-	795
	14,051	1,495	10.6	702	5.0	2,197	15.6	16,248

B. Budget Variation by Post Category

<i>Post Category</i>	2000-2001	<i>Variation</i>		2002-2003
	<i>Revised Budget A</i>	<i>B-A</i>		<i>Proposed Budget B</i>
Directors	-	1	1	1
Professionals	7	2	2	9
General Service	7	2	2	9
TOTAL	14	5	5	19

C. Budget Allocation by Sub-program and Detailed Object of Expenditure

<i>Object of Expenditure</i>	<i>Sub-program</i>			<i>Total</i>
	<i>1</i>	<i>2</i>	<i>3</i>	
Staff Expenses				
Posts	4,936	802	580	6,318
Short-term Expenses	300	240	240	780
Travel and Fellowships				
Staff Missions	175	80	60	315
Government Officials	120	-	1,400	1,520
Fellowships	-	2,865	1,400	4,265
Contractual Services				
Conferences	2	155	225	382
Consultants	380	390	600	1,370
Publishing	204	-	50	254
Other	-	-	160	160
Operating Expenses				
Communication and Other	84	-	5	89
Equipment and Supplies				
Supplies and Materials	745	-	50	795
Total	6,946	4,532	4,770	16,248