

## MAIN PROGRAM 09

# Global Communications

### **09.1 Corporate Image and Product Development**

### **09.2 Media and Public Affairs**

### **09.3 Multimedia Productions**

### **09.4 Non-governmental Affairs**

#### **Summary**

132. In the 2002-2003 biennium this Main Program will significantly broaden its efforts to demystify and tell the story of intellectual property—and its role and intrinsic value in the betterment of all societies—by reaching out in new ways to an increasing number of specialized, target audiences. For these new audiences—ranging from the grassroots level of schoolchildren, inventors and artists to opinion-makers in the media, business, government and politics—a wide range of more focused, specific messages will be created, innovatively packaged, and disseminated using the most effective and efficient mediums available. In order to better shape and communicate the Organization's message to them, projects carried out in cooperation with public and private sector organizations will be actively pursued and established. Such partnerships will help reach groups less familiar to WIPO than its traditional audience, while also providing valuable experience and resources available outside the Organization.

133. Crucial to the success of the Organization's public outreach campaign is the development of a steadily growing arsenal of accurate, up-to-date, and attractive information materials in all forms, that convey key messages to key target groups, while strongly reflecting WIPO's evolving corporate image. This task is made all the more challenging by constantly evolving issues and controversies in the intellectual property arena. Throughout the 2002-2003 biennium production of new, value-added information products will increase, providing specific information which will explain and clarify issues while further solidifying WIPO's image as a dynamic, forward-looking organization. This image will take a giant step forward with the implementation of the new WIPO logo across the Organization, in all its information products as well as on its stationery, premises, vehicles, and all other articles visible internally as well as externally to the public.

134. Conveying the Organization's image and message to diverse groups is an unending task. In the 2002-2003 biennium this Main Program will build upon a strong foundation laid in the previous biennium, working closely with press and media organizations, selected established partners in Member States, IGOs, certain NGOs, and other interest groups. Working in close coordination with other Programs such as Cooperation with Developing Countries (Main Program 12) and Cooperation with Certain Countries in Europe and Asia (Main Program 13), new partnerships will also be established. In this way, we will not only

reach new audiences but will also open important communications channels for information and feedback. Capitalizing on different experiences in public outreach is key to the success of the Organization's overall communications strategy: WIPO's partners in Member States best know their audiences and can help WIPO shape the best message—and use the best medium—to reach these audiences.

135. The means used to reach these audiences must be as diverse and varied as the target groups themselves. Throughout the 2002-2003 biennium, a variety of tools will be further developed to communicate the Organization's message, ranging from traditional methods such as printed materials and the press to interactive, multimedia products and the Internet. Special emphasis will be placed on producing a complete range of film and multimedia products, accessible instantaneously and on-demand via television as well as the latest digital and telecommunications technologies such as the Internet. These efforts will increase exponentially WIPO's audiences, opening new, previously untapped channels of communication to literally millions of individuals throughout the world.

136. These and other activities foreseen for the coming biennium—such as exploiting interactive technologies to improve the WIPO website, and producing an internal corporate image manual to aid in the full implementation of the WIPO logo—have broad implications that cut across the Organization's work. Many of these new activities require content creators and transformers of that content into various visual and audio-visual formats. Because technology advances so rapidly and a high level of professionalism is demanded, there will also be increasing reliance on outside expertise.

137. Through the close coordination of this Program with other Main Programs, all efforts will be made to achieve economies of scale in disseminating WIPO's message. While further efforts will also be devoted to developing partnerships with private sector organizations to help secure additional assistance to support various projects, the allocation of sufficient resources would be required to consolidate the gains, such as WIPO's new visibility and its good image worldwide, made in the current biennium.

## **SUB-PROGRAM 09.1**

### **Corporate Image and Product Development**

#### **Objectives:**

- ◆ To enhance and promote WIPO's corporate image and harmonize the design and presentation of all WIPO's general and specialized information products throughout the Organization.
- ◆ To create a wide range of attractive information products which meet the needs of different target audiences and the general public.
- ◆ To enhance the efficiency of sales and distribution of WIPO's information products.

## Background

138. The new WIPO logo—to be selected by an international competition in the 2000-2001 biennium—will be implemented across the Organization in all its information products as well as on its stationery, documentation, letterhead, premises, vehicles and all other articles projecting the Organization's corporate image to the public. This will also cover the logo's use in multimedia products. Such work will be carried out in close cooperation with the other Programs. The Organization's new corporate image will be intensely promoted throughout the world. The logo will also be promoted internally to enhance commitment and understanding of WIPO's mission among staff members.

139. Production of a range of new information products will continue to increase in the 2002-2003 biennium, with an emphasis on creating value-added products that not only provide specific messages on intellectual property and the practical aspects of its protection, but also reinforce the image of the Organization among its different audiences. This image will be further diffused through the creation of custom-made products for different WIPO programs, such as Small and Medium-Sized Enterprises (SMEs) and Intellectual Property (Sub-program 10.2) and for different types of inventors and creators working in different fields who are often not aware of their rights.

140. Furthermore, new information products of a specific nature will be created in the same vein as the widely used "Intellectual Property Reading Material" and "WIPO Guide to Intellectual Property Worldwide". One such new product will be a book commissioned from a respected author on the history of WIPO, providing an impartial examination of the Organization's role in the creation and evolution of the international intellectual property system; this will fill the need for a standard work on WIPO for scholars, the intellectual property community and the general public.

141. Advances in marketing strategy as well as in the automation and streamlining of sales and distribution of WIPO information products made in the last biennium will continue, with the implementation, in cooperation with Main Program 15 (Information Technology), of an updated computerized sales and distribution system resulting in greater efficiency and improved inventory control. Efforts to increase revenue from sales of information products will continue, while the policy of increasing worldwide free or low-cost access to WIPO's information products, particularly by developing countries, will also be pursued. This two-pronged approach to distribution and sales of WIPO's information products will be aided by more efficient operations such as the expansion of the electronic bookshop, as well as efforts to find new markets. Furthermore, increased advertising in certain WIPO publications will be introduced as a service to vendors of intellectual property services in Member States.

Expected Results	Performance Indicators
1. Enhancement of WIPO's image as a dynamic, innovative, open and modern organization through the implementation of a new logo.	<input type="checkbox"/> Number and range of WIPO products bearing the new logo.

Expected Results	Performance Indicators
2. Attractive and user-friendly information products on a greater variety of subjects and formats.	<input type="checkbox"/> Number of new/revised/updated general information products. <input type="checkbox"/> Number of new specialized products.
3. Increase in the number of WIPO products distributed free of charge, and greater use of information technology as a means to achieve this.	<input type="checkbox"/> Number of WIPO products distributed free of charge. <input type="checkbox"/> E-bookshop sales as a percentage of total sales.
4. Increase in marketing activities for WIPO products	<input type="checkbox"/> Number of fairs attended. <input type="checkbox"/> Number and value of WIPO publications sold.

### Activities

- ◆ Revamping of the design of all information products to reflect the Organization's new logo and evolving corporate image; intensive use of illustrations and images in such designs. Phase-in of the planned new WIPO logo on all existing information products; close coordination of the new logo implementation with the other main programs.
- ◆ Creation of at least 80 new public information products and publications, and updating of at least 40 existing publications, including production of two annual reports in six languages, the monthly magazine in three languages, and four information products catalogues.
- ◆ 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.
- ◆ Publication of several books, including revised editions of existing WIPO guides and of "Intellectual Property Reading Material" and the "WIPO Guide to Intellectual Property Worldwide".
- ◆ Processing of orders for and distribution of about 400,000 items of WIPO products worldwide.
- ◆ Coordination and implementation of an updated computerized sales and distribution system for faster, more efficient processing of orders and stock management of some 350,000 items.
- ◆ Creation of new outlets and markets for WIPO products through advertising, participation in fairs, and contracts with sales agents.
- ◆ Development of advertising pages in WIPO periodicals as a service to vendors of intellectual property information in Member States.

## **SUB-PROGRAM 09.2**

### **Media and Public Affairs**

#### **Objectives:**

- ◆ To increase the international and local media's interest in and knowledge of intellectual property issues in general and WIPO's role in particular, especially in Member States.
- ◆ To strengthen WIPO's outreach to the general public, special interest groups, influent leaders, and the creative sector.
- ◆ To promote both understanding of WIPO and intellectual property issues through the WIPO offices in New York, Washington D.C. and Brussels.

#### **Background**

142. In the 2000-2001 biennium, WIPO's links with the international and local media in Member States were expanded and consolidated, resulting in better coverage of the Organization in the world's press.

143. In the coming biennium the Organization will build on this foundation, further expanding direct contacts with journalists from Member States, particularly from developing countries. Besides continuing to work with professional industries and NGOs, special information campaigns will target young people and opinion-makers in the government and private sectors. Also, WIPO will work closely with industry and institutional partners in Member States in organizing public awareness events, including sponsorship of cultural festivals and special WIPO exhibitions that explain topical issues such as "health and intellectual property." The established program of briefings on the Organization to visiting groups of students, business people, government officials and other general interest groups will be upgraded, expanded and specifically tailored for each audience.

144. During the biennium, WIPO's Coordination Office in New York further strengthened its contact and network with the international intellectual property community, including industry leaders, governments from developing countries that do not have representations in Geneva, and the United Nations. This Office will continue to network with the United Nations, especially in matters having an impact on WIPO, and expand its outreach efforts in the business and media sectors as well as with organizations and interest groups representing civil society. Furthermore, the Organization will expand and optimize its links with intergovernmental, governmental, business, professional and civil society circles through the establishment of offices in Brussels and Washington, D.C. These offices will also be key in establishing good working relations with the economic and mass media.

145. In addition, this Sub-program will actively support Main Programs 12 and 13 in the preparation and implementation of Nationally Focused Action Plans (NFAPs) with a public outreach component, including providing training to nationals of Member States. The infrastructure for WIPO's exhibitions and WIPO's participation in international exhibitions and similar events organized in Member States will be upgraded to professional standards. This will require considerable reliance on external professional support from exhibition specialists.

Expected Results	Performance Indicators
1. Higher media profile for WIPO and intellectual property issues in general.	<input type="checkbox"/> Number of media interviews, press conferences and briefings given by WIPO officials. <input type="checkbox"/> Number of articles and broadcasts relating to WIPO appearing in the world media. <input type="checkbox"/> Number of press releases/updates issued.
2. Great public visibility and increase in public understanding of intellectual property and WIPO.	<input type="checkbox"/> Number of people on the various mailing lists for WIPO information products. <input type="checkbox"/> Number of visitors to WIPO exhibitions and events sponsored by WIPO, including to the WIPO Information Center. <input type="checkbox"/> Number of briefings for special visitors. <input type="checkbox"/> Number of general information requests processed.
3. Better understanding of WIPO and intellectual property issues promoted through the WIPO offices in New York, Washington, D.C. and Brussels.	<input type="checkbox"/> Number of activities carried out. <input type="checkbox"/> Number of communications reflecting a better understanding of WIPO and intellectual property issues.

### Activities

- ◆ Expansion and consolidation of links with the media in all regions of the world, through the issuing of about 150 press releases and updates. Organizing at least 150 briefings and other information events for journalists.
- ◆ Monitoring and evaluation of media coverage of intellectual property issues and WIPO (at least 2,000 articles expected); production of 100 weekly press reviews for distribution to Geneva-based missions; preparation of at least 400 press kits.
- ◆ Organization of at least 110 visits, seminars and briefings in New York, Brussels, Washington, D.C. and at WIPO headquarters in Geneva for different groups of people: government officials, students, NGOs, legislators, the public, etc.
- ◆ Support of substantive work of the other main programs by widely promoting their results.
- ◆ Coordination and cooperation with Member States in observing World Intellectual Property Day.
- ◆ Development of cooperative projects with private sector entities in supporting WIPO's public outreach activities.
- ◆ Cooperation with other WIPO main programs, especially Main Programs 12, 13 and 14 in carrying out public outreach activities in Member States.

- ◆ Management of the WIPO Information Center and the organization of at least two exhibitions in the Center and hosting at least 10 other exhibitions at WIPO headquarters.
- ◆ Sponsorship of at least three public cultural events.
- ◆ Organization of travelling exhibitions in cooperation with Member States and the United Nations.
- ◆ Management of the WIPO art collection and artistic gifts from Member States and others.
- ◆ Information exchange and participation in the meetings of the Joint United Nations Information Committee and other international information structures.
- ◆ Organization of briefings to the diplomatic corps and other government representatives, including visits to Geneva for officials of developing countries not represented in Geneva.
- ◆ Provision of information to WIPO headquarters of all events and developments pertaining to the UN, EC, IMF, World Bank and other organizations, that relate to issues of intellectual property.

### **SUB-PROGRAM 09.3**

#### **Multimedia Productions**

##### **Objectives:**

- ◆ To provide, through the WIPO website, the most up-to-date, useful and comprehensive information to a worldwide audience in an attractive, varied and interesting way.
- ◆ To increase understanding of intellectual property through television broadcasting and netcasting of films and other multimedia products.

##### **Background**

146. During the 2000-2001 biennium significant steps were taken to improve the quality and quantity of information on the WIPO website through a complete redesign and restructuring of the site and harmonization of the subsidiary sites. Arabic language content was introduced and steps were taken to develop Russian language content as well. Today the WIPO site is widely regarded as a leader in its field.

147. Information intended for the general public and new target audiences (e.g., SMEs, creators and inventors and NGOs non-governmental organizations) will increase in the next biennium in an effort to further demystify the role and value of intellectual property. Presentation of this information on the WIPO website will take advantage of continuously advancing interactive technologies and increasing bandwidth and accessibility in Member

States. The WIPO website will further expand during the biennium to include more content and more languages. The website activities will be undertaken in close cooperation with Main Program 15. This sub-program is responsible for coordinating the “look and feel” of the WIPO website and all the other subsidiary sites in order to ensure a uniform corporate image as well as consistent, harmonized information.

148. The modest beginning in film and multimedia productions in the 2000-2001 biennium will be dramatically expanded to satisfy the widespread demand for information packaged in a more dynamic interactive form. The visibility of intellectual property and of WIPO should be significantly raised as more video clips of WIPO events, activities, exhibitions, etc., are created and put on-line. Public service announcements will be produced for broadcast on international news channels and many film documentaries treating different aspects of intellectual property will be produced, particularly for young people and the general public. Realizing this ambitious plan will require WIPO to work closely with the private sector, whether with such industries as the entertainment and software fields of the new economy or with the more traditional industrial sectors. Additionally, partnerships must be established with international and national television broadcasters to assure broadcasting time for the films. A key priority related to multimedia and audiovisual production will be securing sponsors for co-production agreements to help defray the high costs of such productions.

149. This sub-program will coordinate all other audio-visual production in the Organization. In doing so this sub-program will also work closely with Main Program 15.

Expected Results	Performance Indicators
1. Increase in the volume and range of information on the WIPO website.	<input type="checkbox"/> Number of documents available in each language version of the website.
2. Increase in the public reached by the website and the subsidiary sites.	<input type="checkbox"/> Number of hits.
3. Dissemination of WIPO's messages through video clips and films.	<input type="checkbox"/> Number of multimedia products created.
4. Fast, reliable and cost-effective delivery of up-to-date information to Member States and interested groups as well as the public.	<input type="checkbox"/> Number of WIPO website pages viewed.

### Activities

- ◆ 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, introduction and expansion of materials in more languages in the main WIPO site.



- ◆ Production of about 10 video clips per year of WIPO events, visits, exhibitions, etc., to be webcast via the WIPO site.
- ◆ Production of at least 10 television spots or short films, depending on external support available, on intellectual property and their transmission on international and national channels.
- ◆ Production of several television documentaries, depending on external support available, for the general public on aspects of intellectual property, such as creativity and innovation, in a variety of lengths and formats, to be broadcast on national and international channels.
- ◆ Production of several inter-active CD-ROMs for use by children and young adults as well as for use at WIPO stands at exhibitions and seminars.
- ◆ Contact with and establishment of cooperative projects with private sector groups for co-production and/or sponsorship of WIPO multimedia products.
- ◆ Facilitation of internal corporate communications through more useful information for staff members via the Intranet.

## **SUB-PROGRAM 09.4**

### **Non-Governmental Affairs**

#### **Objectives:**

- ◆ To enhance the relevance of WIPO and its work and of intellectual property to industry, professional bodies and civil society interest groups.
- ◆ To improve channels of communication and cooperation between WIPO and NGOs.

#### **Background**

150. During the biennium, WIPO will continue to expand and enhance its relations with NGOs, in recognition of their increasing significance to the work of the Organization. Contact will be maintained with WIPO's traditional non-governmental partners interested in the progressive development of global intellectual property laws and standards as well as the global protection systems of WIPO. Furthermore, increased efforts will be made to cultivate relations with business, technology and Internet groups with important stakes in intellectual property issues, as well as with civil society interest groups that have recently become interested in intellectual property, particularly in such questions as folklore, traditional knowledge, biodiversity and protection of the environment. These NGOs will play an important role in determining public opinion on intellectual property questions.

Expected Results	Performance Indicators
1. Improved relations and closer cooperation between WIPO and NGOs.	<input type="checkbox"/> Number of contacts between WIPO and representatives of NGOs. <input type="checkbox"/> Volume of information provided to these organizations.
2. Better understanding and increased interest of NGOs in intellectual property issues and the work carried out by WIPO.	<input type="checkbox"/> Number of NGOs participating in WIPO meetings and activities.

### Activities

- ◆ Maintenance of records of NGOs granted both ad hoc and permanent observer statuses with WIPO.
- ◆ Provision of the necessary information to the WIPO Assemblies for their advice on granting permanent observer status in WIPO to specific NGOs.
- ◆ Organization of meetings, visits and other activities with NGOs.
- ◆ Provision of information to those organizations.

**Table 11.9 Detailed Budget 2002-2003**  
**Main Program 09**  
**Global Communications**

**A. Budget Variation by Object of Expenditure**  
(in thousands of Swiss francs)

Object of Expenditure	2000-2001 Revised Budget A	Variation						2002-2003 Proposed Budget E=A+D
		Program		Cost		Total		
		Amount B	% B/A	Amount C	% C/A	Amount D=B+C	% D/A	
Staff Expenses	8,557	320	3.7	609	7.1	929	10.9	9,486
Travel and Fellowships	790	90	11.4	32	4.1	122	15.4	912
Contractual Services	3,216	(9)	(0.3)	115	3.6	106	3.3	3,322
Operating Expenses	495	670	135.4	41	8.3	711	143.6	1,206
Equipment and Supplies	95	287	302.1	14	14.7	301	316.8	396
	<b>13,153</b>	<b>1,358</b>	<b>10.3</b>	<b>811</b>	<b>6.2</b>	<b>2,169</b>	<b>16.5</b>	<b>15,322</b>

**B. Budget Variation by Post Category**

Post Category	2000-2001	Variation	2002-2003
	Revised Budget A	B-A	Proposed Budget B
Directors	1	-	1
Professionals	8	4	12
General Service	18	(3)	15
<b>TOTAL</b>	<b>27</b>	<b>1</b>	<b>28</b>

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

(in thousands of Swiss francs)

Object of Expenditure	Sub-program				Total
	1	2	3	4	
<b>Staff Expenses</b>					
Posts	3,584	4,392	754	-	8,730
Short-term Expenses	455	241	-	60	756
<b>Travel and Fellowships</b>					
Staff Missions	40	495	50	80	665
Government Officials	-	247	-	-	247
<b>Contractual Services</b>					
Conferences	-	-	-	-	-
Consultants	50	660	210	240	1,160
Publishing	960	30	-	-	990
Other	518	294	360	-	1,172
<b>Operating Expenses</b>					
Communication and Other	-	1,164	42	-	1,206
<b>Equipment and Supplies</b>					
Furniture and Equipment	-	-	80	-	80
Supplies and Materials	126	190	-	-	316
<b>Total</b>	<b>5,733</b>	<b>7,713</b>	<b>1,496</b>	<b>380</b>	<b>15,322</b>