

MAIN PROGRAM 12

**DEVELOPMENT OF INTELLECTUAL
PROPERTY CULTURE AND RESPECT FOR
INTELLECTUAL PROPERTY**

12.1 Demystification and Public Outreach

12.2 Intellectual Property Enforcement Issues and Special Projects

12.3 Liaison Offices and External Coordination

Summary

241. This Main Program contains three sub-programs with the overall aim of establishing a solid basis for an IP culture, which provides the most appropriate environment for stimulating creativity and innovation, and encourages respect for IP. This Main Program is an enhanced and integrated program, which has been realigned to meet the strategic goal of creating an IP culture, building upon the present programs dealing with global communications and IP enforcement issues and strategies.

242. In the biennium 2004-2005, demystification will continue to be an important step towards the creation of an IP culture. The Organization's efforts will continue to target leaders and policy-makers in the government sector and creators and entrepreneurs in the private sector, all of whom should be major players in the IP system. However, the demystification campaign for those stakeholders alone is not sufficient for the creation of an IP culture; that culture should be widely supported by the general public as well. While the large majority of the public may not have an opportunity to own IPRs in their lifetime, their lives are nevertheless enriched by IP. They may be unaware of this, however, due to the fact that IP – often referred to as “hidden value” – is often not apparent in products and services. Thus the value and role of IP has not been fully appreciated by consumers, many of whom believe that IP benefits only enterprises, rather than creators themselves. Moreover, the public's first encounter with IP is often with a negative connotation, associated with piracy or counterfeiting experiences. For these reasons, 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.

243. This Main Program provides for material, tools, networks, mechanisms, facilities and other useful means to enhance communications and demystification campaigns towards the creation of the IP culture. The work in this area will be broadened, building on previous activities involving global communications, and undertaking new ones to promote partnerships with public and private sector entities to increase the scope and the reach of WIPO's activities.

244. During the 2004-2005 biennium this Main Program will build upon a strong foundation laid in the previous biennium, working closely with partners in Member States, IGOs, NGOs, and other interest groups, where appropriate, through WIPO's Liaison Offices. In coordination with other programs, new partnerships will be established and new efforts launched to better reach specific audiences in the public and private sectors. A large part of this effort will include closer cooperation and consultation with Member States to ensure that activities are best shaped to meet specific needs in different countries and regions.

SUB-PROGRAM 12.1

DEMYSTIFICATION AND 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 a greater variety of subjects and formats.	<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.

Expected Results	Performance Indicators
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.
3. Increase in marketing activities for WIPO products.	<ul style="list-style-type: none"> • Number of fairs 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.	<ul style="list-style-type: none"> • Increase in the volume, range, and quality of television productions, spots, documentaries, and video news releases.

245. Developing and maintaining an expanding line of information materials that help explain the role of the IP system – and how to effectively use it – 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. Effective information materials and outreach efforts are needed, customized to reach key target groups and disseminated in appropriate and useful formats, including print, multimedia products, the Internet, and other means.

246. WIPO will embark on high profile public awareness events, and the use of visuals and poster campaigns, in efforts to educate the public and raise awareness in relation to counterfeiting and piracy. These activities would complement activities which are geared towards enhancing national systems which will harness the IP culture and enhance the enforcement of IPRs (see sub-program 12.2).

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;
- coordination and implementation of updated computerized sale and distribution system for faster, more efficient processing of orders and stock management of WIPO publications and information products;
- 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 researching the needs of Member States in developing and carrying out joint public outreach activities;
- contract with commercial publishers to market other IP books;
- further improve content of the electronic bookshop;
- establish co-publishing agreements with commercial/academic publishers;
- publish 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 13.2 (Knowledge Management) and Main Program 14.

SUB-PROGRAM 12.2

INTELLECTUAL PROPERTY ENFORCEMENT ISSUES AND SPECIAL PROJECTS

Objective: To address the needs of Member States in developing and strengthening their systems and infrastructure for the enforcement of IPRs and to support discussions between Member States, IGOs and NGOs in the Advisory Committee on Enforcement.

Expected Results	Performance Indicators
1. Strengthened capacities in national and regional systems for the enforcement of IPRs, including improved understanding of enforcement issues and strategies.	<ul style="list-style-type: none"> • Evaluation feedback on the impact of capacity building activities in the area of enforcement. • Number of strategies initiated and/or systems introduced in Member States in the area of enforcement of IPRs.
2. Enhanced public awareness in the fight against counterfeiting and piracy.	Number of projects and information materials developed at the national level to enhance public awareness in these areas.
3. Greater awareness among Member States and other stakeholders of difficulties experienced in the enforcement of IPRs and exchange of national and regional experiences in the area of enforcement, including good and cost effective practices.	Information exchange in the Electronic Forum on Intellectual Property Enforcement Issues and Strategies (IPEIS).

Expected Results	Performance Indicators
4. Coordination and close cooperation with other relevant organizations and the private sector.	Number of joint activities with other relevant organizations and the private sector.

247. This sub-program aims to assist Member States in enhancing national systems for enforcement of IPRs. An effective system for enforcement is essential to address counterfeiting, piracy and all other forms of IP infringement. The approach taken in the sub-program towards the creation of the IP culture is that activities should help consumers understand that the advantages and benefits of the IP system will support not only foreign investors and holders of IPRs but also national holders of IPRs and national creators, whose contribution to the creation of national IP assets is crucial. Meeting the diverse needs of Member States, one of the greatest challenges is the creation of an effective mechanism for the enforcement of these rights for those Member States with limited human and financial resources. The priority under this sub-program is to assist Member States in improving the use of their available resources to develop and strengthen their national systems for the enforcement of IPRs. In this regard, program activities will focus on WIPO's advice on national legislation for the protection of IPRs and effective mechanisms to deal with counterfeiting, piracy, and all other forms of IP infringement.

248. The sub-program will follow up activities previously initiated by the Advisory Committee on Enforcement of Industrial Property Rights (ACE/IP), the Advisory Committee on Management and Enforcement of Copyright and Related Rights in Global Information Networks (ACMEC) and the Consultation Meeting on Enforcement (CME). The Committee will facilitate international cooperation and coordination with relevant IGOs and NGOs, and with the private sector, to combat counterfeiting and piracy, by enhancing public education, technical assistance, national and regional training programs for relevant stakeholders, and the exchange of information on enforcement issues through the IPEIS.

Activities

- Convening and servicing the annual meetings of the Advisory Committee on Enforcement and undertaking activities giving effect to the decisions by the Committee;
- addressing the needs of Member States in developing and strengthening their national and regional systems for the enforcement of IPRs;
- providing, upon request and in consultation with other units concerned including Legal Services of sub-program 08.2, technical and legal assistance to Member States, in relation to the development of strategies and systems for the effective enforcement of IPRs;

- promoting the use of the IPEIS, particularly as a forum whereby enforcement officials such as customs and police officers and staff of IPOs can share information on their respective national experiences;
- collecting, and providing upon request, information on good practices, including cost-effective measures for the enforcement of IPRs;
- collaborating with units responsible for Main Program 08, 09 and 10 to develop and implement structured training programs (including training and information materials) for the judiciary, customs, police and other relevant law enforcement agencies, to organize meetings and seminars to cater to the needs of different sectors;
- coordinating WIPO activities regarding enforcement and cooperating with other relevant organizations through the sharing of technical expertise and through organizing joint seminars, meetings and training programs on the enforcement of IPRs;
- developing projects and information materials to enhance public awareness in the fight against counterfeiting and piracy, including through organizing high profile public awareness events and producing posters and other visual materials for use in national, regional and international campaigns against piracy and counterfeiting.

Where appropriate, the activities will be carried out in cooperation with other relevant organizations, the private sector, and other Main Programs, including Main Programs 08, 09, and 10.

SUB-PROGRAM 12.3

LIAISON OFFICES AND EXTERNAL COORDINATION

Objective: To enhance WIPO's links with, and to promote a better understanding of WIPO's vision and objectives in, the European Community, national and international organizations and institutions in Washington, and the UN headquarters in New York.

Expected Results	Performance Indicators
1. Increased awareness of, and support for WIPO's objectives and work in the field of IP in New York at the UN, in the private sector, media, diplomatic community, and international institutions.	<ul style="list-style-type: none"> • Level of coordination and number of joint initiatives with the Un, international institutions and the IP community. • Number of positive references to WIPO in the media in New York.
2. Increased awareness of, and support for WIPO's objectives and work in the field of IP among government, private sector, media, diplomatic community, and international institutions such as the World Bank, in Washington D.C.	<ul style="list-style-type: none"> • Number of contacts between Liaison Office and government officials, • Number of events sponsored for IP community (industry groups, associations), • Number of positive references to WIPO in the media in Washington, D.C.
3. Increased awareness of, and support for WIPO's objectives and work in the field of IP within relevant European Community institutions and organizations.	<ul style="list-style-type: none"> • Level of awareness of WIPO's aims and activities among key European decision makers and opinion formers; the reflection of this awareness in IP discussions and decisions. • Level of understanding of WIPO's objectives and activities among industry associations and NGOs. • Number of positive references to WIPO in economic, specialist and mass media based in Brussels.
4. A coherent partnership approach to activities for the development and use of the IP system for economic and social development.	<ul style="list-style-type: none"> • Consultations and cooperation between WIPO, the UN, the European Commission and other governmental and intergovernmental institutions on relevant activities. • Number and range of joint or coordinated projects identified and implemented. • Feedback and evaluation on the impact of these projects.

249. WIPO has established Liaison Offices in New York, Washington D.C. and Brussels as strategic channels through which WIPO strengthened its contact and network with the international IP community, including governments from developing countries without permanent representation in Geneva, industry leaders and NGOs. They assist WIPO headquarters in achieving program objectives, especially in demystification and public outreach, targeting key decision makers in the government sector and the private sector, opinion formers and commentators, and the general public. Situated within major concentrations of diplomatic activity and international dialogue, the three Liaison Offices give WIPO a broader range of engagement, at a time when IP is receiving increasing attention in diverse array of

policy processes, and a much broader range of interlocutors are in need of information on WIPO's role and activities as well as information on the IP system and specific IP issues.

250. The Liaison Offices are well situated to contribute to meetings of relevant IGOs and NGOs, to make better known WIPO's positions on matters of common interest, especially on recent developments in the field of IP and how IPRs can best be deployed as a tool for economic development. The Liaison Offices will develop mutually beneficial working relations and coordinate closely with organizations that lay outside of WIPO's traditional scope of consultation and cooperation, but are now emerging as valuable new partners for WIPO. The Liaison Offices will keep WIPO abreast of developments in policy debates and in international matters, and ensure a flow of feedback from IGO and NGOs, industry and professional associations and other interested bodies that may have an impact on or interest in the operations of WIPO.

Activities

- Liaison and outreach with diplomatic representatives, government agencies, intergovernmental and non-governmental bodies, and the private sector;
- establish partnerships with relevant organizations to host seminars and conferences on IP issues and WIPO activities;
- representing WIPO at briefings, hearings and meetings; information gathering, analysis and reporting on IP policy issues and processes; reporting on developments in the UN and in other bodies and agencies based in Brussels, New York and Washington; general support for the Geneva headquarters as required;
- initiating and monitoring joint projects between WIPO and European entities;
- briefing representatives of industry, businesses and professional associations, civil society and NGOs, including workshops, symposia and seminars, on IP in general, specific aspects of IP of direct concern to them, and on WIPO's role in the promotion and protection of IP;
- periodic briefings for UN staff on recent developments at WIPO, and on select topical and emerging IP issues and on WIPO's contribution;
- outreach to and capacity building for the diplomatic community through training courses, briefings by staff members and in collaboration with other UN bodies such as UNITAR.

Resource Description by Object of Expenditure

251. Total resources of Sfr17,729,000 reflect a program increase of Sfr2,156,000 or 14.1 per cent with respect to the corresponding amount in the 2002-2003 biennium.

252. For staff resources, an amount of Sfr11,031,000 is shown, a program increase of Sfr1,486,000 or 16.0 per cent. This includes resources of:

- (i) Sfr10,532,000 for posts, reflecting four additional positions, the reclassification of three posts at the D-level and
- (ii) Sfr499,000 for short-term expenses.

253. For travel and fellowships, an amount of Sfr843,000 is shown, a program decrease of Sfr189,000 or 18.4 per cent. This includes resources of

- (i) Sfr588,000 for 110 staff missions,
- (ii) Sfr255,000 for third party travel in connection with the holding of meetings on intellectual property enforcement.

254. For contractual services, an amount of Sfr3,094,000 is shown, a program decrease of Sfr262,000 or 7.9 per cent. This includes resources of

- (i) Sfr92,000 for conferences to cover interpretation and other costs of meetings on enforcement,
- (ii) Sfr1,228,000 for consultants services,
- (iii) Sfr1,080,000 for publishing services to cover the printing cost of WIPO public information products, including the WIPO magazine and laws and treaties brochures and
- (iv) Sfr694,000 for other contractual services including development of information products and corporate image.

255. For operating expenses, an amount of Sfr2,493,000 is shown, a program increase of Sfr1,252,000 or 102.0 per cent. This includes resources of

- (i) Sfr1,460,000 for premises and maintenance to cover the operational costs of WIPO external liaison offices in New York, Washington D.C. and Brussels, including rental expenses and
- (ii) Sfr1,033,000 for communications and other expenses, including the cost of participation in United Nations bodies.

256. For equipment and supplies, an amount of Sfr268,000 is shown, a program decrease of Sfr131,000 or 32.9 per cent. This includes resources of:

- (i) Sfr60,000 for furniture and equipment and
- (ii) Sfr208,000 for supplies and materials.

Table 9.12 Detailed Budget 2004-2005 for Main Program 12

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								
12.1 Demystification and Public Outreach	9,863	(680)	(6.9)	167	1.7	(513)	(5.2)	9,350
12.2 Intellectual Property Enforcement Issues and Special Projects	1,507	677	44.9	67	4.4	744	49.4	2,251
12.3 Liaison Offices and External Coordination	3,913	2,159	55.2	56	1.4	2,215	56.6	6,128
TOTAL	15,283	2,156	14.1	290	1.9	2,446	16.0	17,729
II. By Object of Expenditure								
Staff Costs	9,293	1,486	16.0	252	2.7	1,738	18.7	11,031
Travel and Fellowships	1,028	(189)	(18.4)	4	0.4	(185)	(18.0)	843
Contractual Services	3,337	(262)	(7.9)	19	0.6	(243)	(7.3)	3,094
Operating Expenses	1,227	1,252	102.0	14	1.1	1,266	103.2	2,493
Equipment and Supplies	398	(131)	(32.9)	1	0.3	(130)	(32.7)	268
TOTAL	15,283	2,156	14.1	290	1.9	2,446	16.0	17,729

B. Post Variation by Post Category

Post Category	2002-2003 Revised A	Post Variation B-A	2004-2005 Proposed B
Directors	1	3	4
Professionals	10	4	14
General Service	16	(3)	13
TOTAL	27	4	31

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

Object of Expenditure	Sub-program			Total
	1 DPO	2 IPESP	3 LOEC	
Staff Costs				
Posts	6,031	1,498	3,003	10,532
Short-term Expenses	347	89	63	499
Travel and Fellowships				
Staff Missions	302	56	230	588
Third Party Travel	--	255	--	255
Contractual Services				
Conferences	--	92	--	92
Consultants	504	230	494	1,228
Publishing	1,080	--	--	1,080
Other	694	--	--	694
Operating Expenses				
Premises and Maintenance	20	--	1,440	1,460
Communication and Other	274	21	738	1,033
Equipment and Supplies				
Furniture and Equipment	50	10	--	60
Supplies and Materials	48	--	160	208
TOTAL	9,350	2,251	6,128	17,729