

WIPO Conference on Open Innovation: Collaborative Projects and the Future of Knowledge

organized by the World Intellectual Property
Organization (WIPO)

Geneva, January 22 and 23, 2014





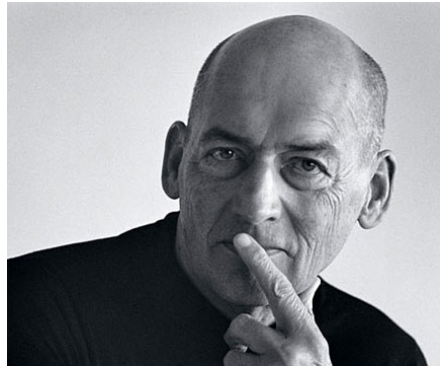
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Mr. Rem KOOLHAAS is the Founder of the Office for Metropolitan Architecture (OMA), in Rotterdam, Netherlands

Mr. Koolhaas is a Dutch architect, architectural theorist, urbanist and Professor in Practice of Architecture and Urban Design at the Graduate School of Design at Harvard University. He founded OMA in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. He graduated from the Architectural Association in London and in 1978 published *Delirious New York: A Retroactive Manifesto for Manhattan*. In 1995, his book *S,M,L,XL* summarized the work of OMA in “a novel about architecture.” He heads the work of both OMA and AMO, the research branch of OMA, operating in areas beyond the realm of architecture such as media, politics, renewable energy and fashion. Mr. Koolhaas has won several international awards including the Pritzker Architecture Prize in 2000 and the Golden Lion for Lifetime Achievement at the 2010 Venice Biennale.



Mr. Richard WILDER is the Associate General Counsel for the Bill and Melinda Gates Foundation.

As Associate General Counsel, Richard Wilder has responsibility for providing legal support in a range of projects for the development and delivery of drugs, vaccines and diagnostics in the developing world. He was previously Associate General Counsel for Intellectual Property Policy at Microsoft Corporation. In that capacity, he was responsible for defining and driving the company-wide policy in all areas of intellectual property. He was previously a partner in a global law firm specializing in international law – in particular in the fields of public health and intellectual property. Mr. Wilder is a former Director of the Global Intellectual Property Issues Division of the World Intellectual Property Organization – a specialized agency of the United Nations in Geneva. While there he had responsibility for diverse issues, including public health and human rights. Following his return to private practice, he continued work in intellectual property, with a particular emphasis on transactions in the life sciences. He has focused, in particular, in the field public health – including on access to existing medicines and the development of new ones, with particular focus on developing country needs. In this connection, he has advised the Global Fund to Fight AIDS, Tuberculosis, and Malaria, the World Health Organization, the Medicines for Malaria Venture, the Global Alliance for TB Drug Development,



the U.S. Agency for International Development, and the Bill & Melinda Gates Foundation. Mr. Wilder has taught law – including at the University of Malaya, Malaysia – and speaks and writes often in the field of international and intellectual property law. Mr. Wilder has an engineering degree from the University of Washington, Seattle, Washington and practiced as a power generation engineer for several years – primarily in the developing world. He has a law degree (Juris Doctorate) from the Franklin Pierce Law Center, Concord, New Hampshire.

Prof. Samir BRAHMACHARI is the Director General of the Council of Scientific and Industrial Research (CSIR), and the Secretary of the Department of Science and Technology, New Delhi, India.

He made fundamental discoveries demonstrating the structural flexibility of DNA and the role of repetitive sequences in DNA transactions much before the discovery of repeats association with genetic disorders. Using a combination of structural biology, computational genomics and population based polymorphism scanning, he and his associates have developed novel tools for genome annotation and identification of functional signature for hypothetical proteins in the genome, besides developing tools for System Biology Platform. He also co-chaired the 13th Human Genome Organization and is a recipient of several awards and honors, including the Millennium Medal (2000) and the Mashelkar Medal (2007). He has more than 12 patents, 23 copyrights and over 150 research publications to his credit. He earned a B.Sc. in chemistry from the University of Calcutta in 1972, followed by an M.Sc. in pure chemistry in 1974. In 1978, he completed a Ph.D. in Molecular Biophysics at the Indian Institute of Science in Bangalore.



H.E. Mr. Jean Philbert NSENGIMANA is Rwanda's Minister of Youth and Information and Communication Technology (ICT) since December 2011.

Before joining the Government of Rwanda, he worked for Voxiva Inc. as a Country Director (2008-2010) where he built and led teams that delivered award winning mobile health solutions: TRACnet and mUbuguzima, winning the Technology in Government Award (TIGA) in 2007 for best e-Health solution in Africa. He also managed the implementation of eSoko, a mobile-based market information system serving more than 2,500,000 farmers in real time in Rwanda, winning the TIGA award 2011 for best e-Agriculture solution in Africa. From 2006 to 2008, he was the Regional Coordinator for Africa for the Development Gateway Foundation where he supervised the Foundations' Aid Management (AMP), e-Procurement, and Country Gateways programs in 15 African Countries. Finally, from 2003 to 2007, he acted as the Director of the Rwanda Development Gateway where he pioneered and managed the organization that built the National Portal and deployed web presence for dozens of public institutions in Rwanda. H.E. Mr. Nsengimana holds a Global Masters in Business Administration from S. P. Jain School of Global Management Dubai-Singapore and a Masters of Information and Communication Technology from the National University of Rwanda.



Dr. Tim HUBBARD is part of the Academic Faculty,
Wellcome Trust Sanger Institute, Xinxton, UK.

Professor of Bioinformatics, Head of Department of Medical and Molecular Genetics at King's College London and overall Director of Bioinformatics for King's Health Partners/ King's College London, Head of Bioinformatics at Genomics England, the company set up by the UK Government to help deliver the 100k Genome Project. Dr. Hubbard is also the joint Principal Investigator of the Ensembl genome annotation project, which is the world's leading database and access point for the human genome sequence. The Institute was responsible for determining a third of the human genome and with the Wellcome Trust led the policy of immediate release of sequence data into the public domain. He has become a leading advocate of the benefits of open access and open data release for science and society as a whole. He is actively involved in government, NGO and industry discussions regarding intellectual property, innovation and public health, and was one of the architects of the R&D Treaty proposal. Dr. Hubbard holds a B.A. (hons) in biochemistry from Cambridge University and a Ph.D. from the University of London.



Mr. Michael SCHRAGE is a Research Fellow, MIT Sloan School of Management, MIT, Cambridge, MA, USA.

He is one of the world's most innovative thought leaders on innovation. He has re-defined how we think about innovation by focusing on customer acceptance of new products and services as an integral part of the innovation process. He also has pioneered techniques for using rapid prototyping, simulations and modeling to improve return on innovation investment. He is the author of two critically acclaimed books: *Serious Play: How the World's Best Companies Simulate to Innovate* and *Shared Minds—The New Technologies of Collaboration*. A research fellow at the MIT Sloan School's Center for Digital Business, Michael is a columnist for Fortune, CIO Magazine and MIT's Technology Review, and is widely published in the business press. He is a powerful speaker with a very direct and engaging style. His work redefines not just how innovation is done but what innovation means.



**Mr. Peter BEYER is the Senior Advisor,
Public Health, Innovation and Intellectual Property,
at the World Health Organization (WHO) in Geneva.**

He is responsible for all issues related to public health, trade and intellectual property. Mr. Beyer provides legal and policy advice to senior management, other WHO departments and offices as well as WHO Member States. He was instrumental in setting up a sustainable cooperation on health and intellectual property related issues among the WHO, the World Intellectual Property Organization and the World Trade Organization. Previously, he was a Legal Advisor to the Swiss Federal Institute of Intellectual Property in Berne. He negotiated bilateral free trade agreements for the European Free Trade Association (EFTA) and headed negotiations at WHO and WIPO. Furthermore, he was responsible for the bilateral dialogue between Switzerland and China on intellectual property. Prior to joining the Swiss civil service, Mr. Beyer worked with the Ecologic Institute in Berlin as a Senior Fellow on environmental law and policy. He acted as an adviser to the European Commission as well as to different national Ministries of the Environment in the areas of pollution control, waste management, climate change and environmental liability. Mr. Beyer was a research and teaching assistant at the University of Geneva, writing his doctoral thesis



on integrated pollution control in the industrial sector. He is a graduate of the Universities of Cologne and Freiburg im Breisgau and was admitted to bar in Berlin in 2001.

Ms. Katy ATHERSUCH is the Innovation and Access Adviser for Médecins Sans Frontières's (MSF) Access Campaign based in Geneva, Switzerland.

Katy studied International Relations and Development Studies at the University of Sussex in the UK and is currently completing a MSc in Global Health Policy with the London School of Hygiene and Tropical Medicine. Before joining MSF in 2009, she was the Coordinator of the Stop AIDS Campaign in the UK, a coalition of over 80 UK based NGOs working on HIV and International Development. Her interest is in overcoming barriers to the lack of innovation for diseases that primarily affect people in poor countries and ensuring affordable access to these important health technologies.



Mr. Kevin BROWNLOW is a British Filmmaker, Film Historian and Author living in London, UK.

He is the winner of the 2010 Academy Honorary Award for his role in film and cinema history preservation. He is best known for his work documenting the history of the silent era. He became interested in silent film at the age of eleven. This interest grew into a career spent documenting and restoring film. He has rescued many silent films and their history. His initiative in interviewing many largely forgotten, elderly film pioneers in the 1960s and 1970s preserved a legacy of cinema. He spent many years tracking down the material to restore Abel Gance's 1927 French classic, *Napoléon*, a 'lost' epic film that used many novel cinematic techniques. He also produced several documentaries on the silent era. One of the first, made in collaboration with David Gill, was *Hollywood*, a 13-part history of the silent era in America, produced for Thames Television and screened in Britain in 1980. Thames then financed a 3-part series called *Unknown Chaplin* (1983) on Charlie Chaplin, which revealed the great man's working methods, using footage that had never been seen in public.



Ms. Sarah R. LOTFI, is an American writer-director and independent filmmaker born to an Iranian father and Chinese-American mother.

Her love for history and world culture converged into a passion for filmmaking at a young age. In 2009, she helped launch the Intersections Film Festival featuring women filmmakers from the Middle East. At the age of 22, Lotfi was a national finalist in the 37th Student Academy Awards in 2010, for her surrealist reimagining of the Russian front in her film *The Last Bogatyr*. Through the Emmy Foundation, Lotfi worked on HBO Films' *Cinema Veritae*, featured in American Cinematographer. Other credits include work with ABC and National Geographic. Lotfi is also the writer and director of the award-winning German-language WWII film on disability, *Menschen*, which received 'very honorable mention' in the 2012 *Senses of Cinema* World Poll. While the film is at present on its festival run, Lotfi has been a frequent panelist on crowd funding after many successful campaigns on Indie GoGo and Kickstarter. Her upcoming work includes an innovative collaboration with Novel Motion Pictures. Currently, Lotfi teaches film theory as guest instructor at the University of Colorado. She has held studies on the Historical Film, Contemporary Women Directors and a course on the Evolution of Independent Filmmaking.



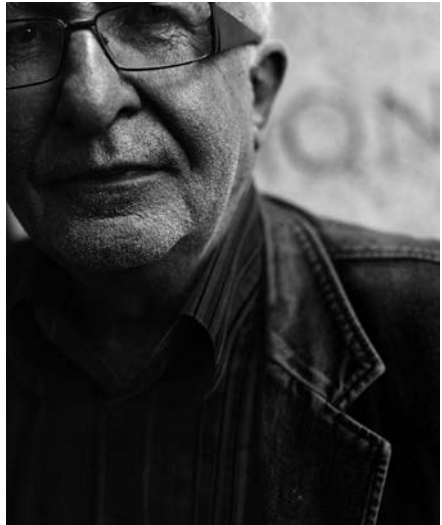
**Ms. Zaphira YACEF is an Artist,
Author and Filmmaker from Algiers, Algeria.**

She is world-renowned for her talent and has used innovative techniques in her paintings, with novel materials revealing new perspectives and multidimensional readings at different light intensities. She has received many distinctions including a recent Trophy for Feminine Success from the Association France Euro-Méditerranée. She is also the daughter famous Algerian filmmaker M. Yacef Saadi, filmmaker of *The Battle of Algiers* (1966), in which he plays a character modeled on his own experience in the battle. The film received the Golden Lion Award at the Venice Film Festival. She now represents her father and manages the moral rights with respect to this epic film.



Mr. François CONFINO is an Architect Museographer and Scenographer from France.

He was the Creator in 1987 of the Cités-Cinés Exhibitions in La Villette, Paris defining for the first time Scenographic Art. After 3 months, it attracted as much as 450,000 visitors. More than 1,300,000 people will visit the roving exhibition in Belgium, Canada and Japan. As an advocate, he also created the new profession of museographer. In 2008, he prepared a new project for the Charlie Chaplin Museum in Vevey, which is aiming to become Switzerland's largest museum. His organization called "Atelier Confino" specializes in scenography and museum design, and has been working for the past 30 years at an international level with the most prestigious museums: the Pompidou Centre in Paris, the Museum of Natural History in Los Angeles and the Sezon Museum in Tokyo.



Mr. Chris AUTY is a Film Producer from London, United Kingdom.

He started his professional career as a film journalist, running the film department of Time Out. From 1984-85, he was European Editor of The Hollywood Reporter. In 1985, he left journalism to launch a new UK film distribution company (Oasis), releasing some 45 films over the next five years, as well as acquiring and re-launching two of Britain's best-known art house cinemas (the Gate in London, and Cameo in Edinburgh). In 1989, he helped finance, and acted as world sales agent for, Peter Greenaway's *The Cook, The Thief, His Wife and Her Lover*. From 1991-99, he was Managing Director of Jeremy Thomas' Recorded Picture Company and served as a producer on several of its films, as well as initiating the creation of RPC's own international sales company, Hanway. In 1999, he became a founding Board Member of the UK Film Council – the governing body responsible for all public funding of film in the UK. From mid 1999, Chris Auty became CEO of the Virgin-backed Film Consortium, a lottery franchise company. In October 2001, he also became Chief Executive of the group incorporating The Film Consortium – The Works Media Group plc (an AIM-listed company). Under his leadership, the company developed its international rights business, and in 2005 successfully launched a new UK distribution subsidiary, which subsequently secured a home entertainment output deal



with Universal Pictures UK, and has released over 30 films to date. Producing credits include: *Stealing Beauty* (Bernardo Bertolucci), *My Summer of Love* (Pavel Pawlikowski), *Crash* (David Cronenberg), *Bright Young Things* (Stephen Fry), *River Queen* (Vincent Ward), *The Proposition* (John Hillcoat).

Ms. Pia MARAIS is a German writer-director and independent filmmaker born to a South African father and a Swedish mother.

Born in Johannesburg, she grew up in South Africa, Sweden and Spain. After graduating from the Waldorf school, she studied photography and sculpture in London, Amsterdam and at the Dusseldorf Art Academy. Subsequently, she studied film at the German Film & Television Academy (DFFB) in Berlin. In 2007, she made her feature film debut with *The Unpolished* which screened at many international film festivals and won various prizes, including the Tiger Award in 2007 in Rotterdam. Her second film, *At Ellen's Age* including actress Jeanne Balibar in the lead role, had its premiere in 2010 at the Locarno Film Festival. For the South African thriller entitled *Layla Fourie*, Ms. Pia Marais returned to her birthplace. The film was screened at the 2013 Berlinale Festival and received an honorable mention by the International Jury. Ms. Pia Marais lives in Berlin, Germany.



**Ms. Irène JACOB is an Actress
living in Paris, France.**

She is the Laureate of the 1991 Cannes Film Festival Award for Best Actress for *The Double Life of Véronique*. She developed an interest in performing after seeing the films of Charlie Chaplin. "They took my heart", she has recalled. "They made me laugh and cry, and that was exactly what I was waiting for in a film: to awaken me to my feelings." In 1987, she obtained, at the age of 21, her first movie role in the Louis Malle film *Au Revoir les Enfants*, playing the part of a piano teacher. She followed her film debut with six additional French movies in four years. In 1991, Polish film director Krzysztof Kieslowski cast her in the lead role of his film *The Double Life of Véronique*, the allegorical story of two young women, one in Poland and the other in France, both of whom are played by Jacob. For her performance, Ms. Jacob won the Best Actress Award at the Cannes Film Festival. She attended the Geneva Conservatory of Music and earned a degree in languages (she speaks fluent French, English, German, and Italian). She studied at the Dramatic Studio in London, UK. She also studied acting at the prestigious Rue Blanche (the French National Drama Academy).



Dr. Ali JAZAÏRY is a Senior Counsellor, Innovation and Technology Sector, at the World Intellectual Property Organization, Geneva, Switzerland.

He previously was the Head of the Innovation and Technology Transfer Section from 2009 to 2012. Dr. Jazaïry is interested in the intersections of the patent system and technology transfer, including cross-border transfer and transfer from universities and research institutions to the market, with particular focus on facilitating the transfer of technologies for the benefit of developing countries. He is also interested in new trends in the intellectual property landscape, including new initiatives such as open innovation and their potentials for developing countries. Previously, Dr. Jazaïry worked for more than a decade in the private sector in the United States. He was a Senior Multidisciplinary Engineer at Northrop Grumman Corporation (NGC), Maryland, where he was leading the nanotechnology research efforts in high performance semiconducting carbon nanotube-based field-effect transistors and fiberoptic-based nanosensors. Prior to joining NGC, he was the Senior Designer for MEMS-based optical switches in 2 startup companies, Transparent Networks, Inc. (TNI) in the Silicon Valley and Optical Micro Machines, Inc. (OMM) in San Diego. Dr. Jazaïry received B.S. and M.Eng. degrees in Applied and Engineering Physics and a Ph.D. degree in Electrical Engineering all from Cornell University, New York. He is the author of over 15 publications and articles and holds 20 inventions.



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Photography

Ms. Laura BAIRD is an Architect and Associate at the Office for Metropolitan Architecture (OMA), in Rotterdam, Netherlands.

Ms. Baird was born in the United States and lives in the Netherlands. Due to her background in public policy and relevant experience in sustainable building design and energy efficiency, she leads AMO's growing involvement in the fields of energy policy and renewable energy planning. She worked on the Zeekracht Masterplan, a project of wind farms in the North Sea, and on Roadmap-2050, a guide that proposes a decarbonized power grid for Europe. She also participated in delivering The Energy Report in 2011. She is currently responsible for much of OMA's growing collaboration with McKinsey & Company and is busy supervising the Megacity research theme at Strelka. Ms. Baird has a B.A. in public policy from Duke University and a Master of Architecture from Rice University. She previously worked for Page Southerland, Page LLP, Skidmore Owings and Merrill.



Dr. Thiemo GROPP is the Executive Director and Co-Founder of the Desertec Foundation, Hamburg, Germany.

The Desertec project aims at creating a global renewable energy plan based on the concept of harnessing sustainable power from sites where renewable sources of energy are more abundant and transferring it through high-voltage direct current transmission to consumption centers. All kinds of renewable energy sources are envisioned, but the sun-rich deserts of the world play a special role. Dr. Gropp has followed the development of renewable energies for many years. As an entrepreneur he has built and led several nationally as well as internationally successful technology companies. He studied physics in Germany and the USA and has a Ph.D. in biochemistry.



Dr. Bror SALMELIN is the Policy Advisor to the Director, Directorate General for the Information Society and Media, European Commission, Brussels, Belgium.

He is responsible for innovation and take-up, and real world settings fostering innovation such as the European Union's Open Living Labs. He runs a senior industrial group "Open Innovation Strategy and Policy Group" with leading industries. He began his career as teaching and research assistant at Helsinki University of Technology. In 1984, he founded Technology Development Centre, TEKES (a Finnish agency co-ordinating and funding industrial RTD). He was involved in the ESPRIT programme unofficially from 1985, later was the Finnish government representative at the Information Technology Committee of the IST programme. In 1997, he moved to Los Angeles, where held the position of Technology Attaché for TEKES. The main tasks were to establish research and business contacts with U.S. and Finnish businesses and research establishments. He joined European Commission in March 1998 as Head of Unit in Integration in Manufacturing in the ESPRIT programme and later he became the Head of Unit in Electronic Commerce in the IST (Information Society Technology) programme. In 2003, he then moved to the Head of Unit position in DG Information Society. He graduated in 1978 from Helsinki University of Technology with majors in Control and Systems Engineering, Electronics and Measurement Technology.



Dr. Juliana ROTICH is the Co-Founder and Executive Director, Ushahidi, Nairobi, Kenya.

She is originally from Kenya where she spent her early life and schooling. She later moved to the US where she majored in IT and has worked in the industry for over ten years. She collaborated with the online community and co-founded Ushahidi which is the Swahili word for testimony. Ushahidi is a web based reporting system that utilizes crowdsourced data to formulate visual map information of a crisis on a real-time basis. As a Program Director for Ushahidi, she manages projects and aids in the development and testing of the Ushahidi platform. She also blogs at 'Afromusing' blog, typically with a focus on African tech and renewable energy. She is a budding African Futurist and a TED Senior Fellow. She often speaks at international conferences about tech and Africa.



Mr. James Packard LOVE is the Director of Knowledge Ecology International (KEI), Washington, DC, USA.

He is also the U.S. co-chair of the Trans-Atlantic Consumer Dialogue (TACD) Intellectual Property Policy Committee, and the chair of the Essential Inventions board of directors. He advises UN agencies, national governments, international and regional intergovernmental organizations and public health NGOs, and is the author of a number of articles and monographs on innovation and intellectual property rights. In 2006, KEI received a MacArthur Award for Creative and Effective Institutions. KEI was created in 2006 as a separate entity to carry out work earlier done through the Center for Study of Responsive Law and Essential Information. Mr. Love was previously Senior Economist for the Frank Russell Company, a lecturer at Rutgers University, and a researcher on international finance at Princeton University. He holds a Masters of Public Administration from Harvard University's Kennedy School of Government and a Masters in Public Affairs from Princeton's Woodrow Wilson School of Public and International Affairs.



Dr. Rachel GICHINGA is the Manager of the Tech Community at *iHub, Nairobi, Kenya.

*iHub, Nairobi's Innovation Hub for the technology community, is an open space for the technologists, investors, tech companies and hackers in the area. This space is a tech community facility with a focus on young entrepreneurs, web and mobile phone programmers, designers and researchers. It is part open community workspace (co-working), part vector for investors and VCs and part incubator. It is a paradigm shift towards the areas where technology approaches a barrier, and new technologies emerge to cross it. This is achieved through the idea of 'Open Innovation' which is the process of combining internal and external ideas as well as internal and external paths to market to advance the development of new technologies.



Prof. Ellen ENKEL is the Head of the Dr. Manfred Bischoff Institute for Innovation Management of EADS and the Chair for Innovation Management, Zeppelin University, Lake Constance, Germany.

The fields of research of the Institute encompass open innovation and cross-industry innovation, cooperative innovation processes in networks, business model innovation as well as innovation metrics and culture. The Institute strives for supporting businesses in enhancing their innovation capacity, improving internal and external transfer of knowledge, establishing and leveraging innovation networks within and across industry boundaries, and investigating innovation strategies, culture and organizational capabilities as well as the management of innovation in general. Prof. Enkel was previously the Head of the competence centre 'Open Innovation' at the Institute of Technology Management at the University of St. Gallen, Switzerland. She has published numerous books and articles in the area of knowledge and innovation management and has collaborated with Prof. Henry Chesbrough on numerous common articles and projects.





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