



WIPO-WASME SPECIAL PROGRAM

**Intellectual Property Teaching and Training
in the WIPO Worldwide Academy
experience**

Geneva, May 6, 2004



Presentation outline

- Vision and strategic direction of WIPO
- WIPO Worldwide Academy
 - objectives
 - target groups
- Examples of training of trainers programs



Strategic direction of WIPO

- Three main principles:
 - IP as a “power tool” for economic development and wealth creation
 - *worldwide* protection and promotion of IP
 - creative activity is the object of protection (*universal notion with no boundaries*)



IP as a “power tool”

Traditional economy

New economy



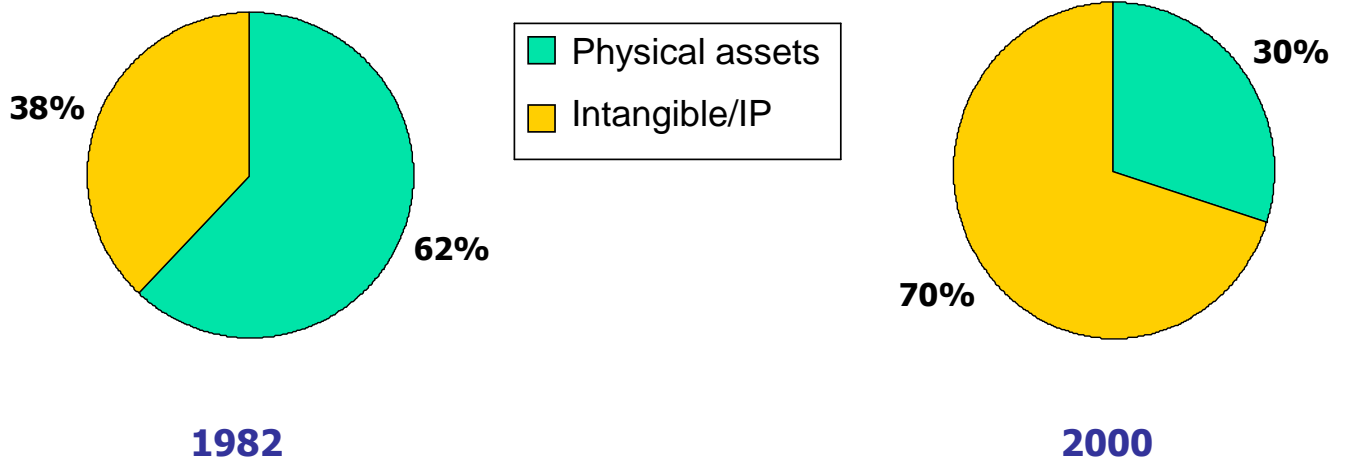
Physical assets

Knowledge / IP



IP as a “power tool”

Corporate assets in the United States





Strategic direction of WIPO

- Three main principles:
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New era of intellectual property

- Growing demand for new forms of IP protection
- Greater global coverage
- Greater use of IPRs (including non-traditional areas)
- Potential new beneficiaries of IP



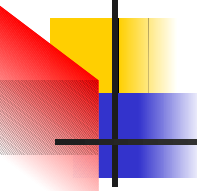
What is WIPO's response to these changes?

- Renewed focus on human resources development
- Anticipate greater demand from policy makers for information, analysis and trends
- Expect closer involvement of market sector and civil society in emerging areas



The WIPO Worldwide Academy

- Created in 1998
- Objective - to serve as an educational institution providing and coordinating teaching, training and research in IP
- Strategic combination of programs:
 - Distance Learning
 - Professional Training
 - Policy Development, Teaching and Research



Who are the users of the Academy's services?

- Wide and diversified target groups:
 - IP professionals
 - Government officials
 - Policy makers, i.e., ministries of justice, trade, science and technology
 - Enforcement agencies
 - Private industry
 - Academic community
 - R & D institutions
 - Users of IP in civil society



Effects on training approaches

- Traditional and conventional areas of IP
- New and emerging areas (TK, Ecommerce + open software, access to medicine, ethics in biotechnology and patents, etc.)
- New focus on economic aspects of IP



Effects on training approaches

- Multidisciplinary approach (law, economics, political science, natural sciences, medicine, etc.)
- Interface with other areas (human rights, bio-diversity, environment)
- Customization of programs to level of interest



How does the Academy attain its educational goals?

- Distance Learning
- Professional Training



Distance Learning

Objective: bring IP teaching and knowledge to a broad range of target groups including students and professionals

<http://academy.wipo.int/english>



Distance Learning

Course selection 2004:

- DL-001 IP Primer
- DL-101 General Course on IP

Specialized courses:

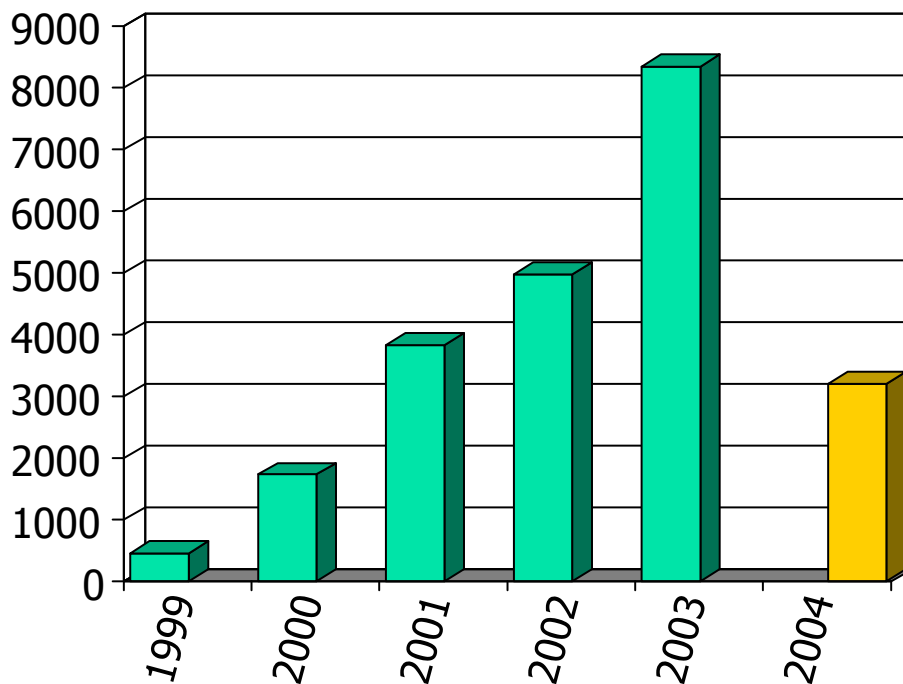
- DL-201 Copyright and Related Rights
- DL-202 Electronic Commerce and IP
- DL-203 Traditional Knowledge and IP
- DL-204 Biotechnology and IP



Distance Learning

Facts and figures:

Registrations 1999-2003
over 19,000 students





Distance Learning

Facts and figures:

- over 6000 students per year
- 7 languages
- 170 countries - including developing and industrialized
- 90 tutorial sessions per year

Strong DL pedagogy based on tutorial support



Professional training

- **Objective:** to strengthen the professional skills in IP in developing countries and countries in transition
- cooperation with partner institutions
- mix of theoretical and practical training sessions (+ DL)



Professional training

- Inter-regional intermediate seminars (IP, CR), followed by:
- Practical training
- Advanced training courses, i.e., legal, administrative, economic aspects of industrial property; claims drafting; patent search and examination procedures; collective management of CR & RR



Policy Development

- **Objective:** build multidisciplinary capacity in IP policy among decision-makers, policy advisors, diplomats, professors, etc.
- Skilled cadre able to
 - ensure adequate IP protection
 - develop the IP system
 - manage IP assets



Teaching and Research

- Contribute to the training of trainers
- Undertake the development of teaching & training materials and curricula on IP
- In cooperation with other institutions of excellence



Academy's selected programs

Criteria:

- program objectives
- target audience
- specialization
- partner institutions

NB: all programs developed *at the request* of users or partner institutions



Lessons learned

- increasing use of DL
- investigate and use existing resources
- pool resources / seek partnerships
- customize
- promote / inform
- every model is unique



Thank you

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