



INTEGRATING INNOVATION AND CREATIVITY INTO NATIONAL POLICIES AND STRATEGIES

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Member States : Strategic Use of IP System for
Economic, Cultural and Technological Development**

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The content of the presentation

- Understanding the Concepts: Innovation, Creativity, Intellectual Property
- Linking IP Strategy to National Development
- Conclusions

Understanding the Concepts of Innovation, Creativity, Intellectual Property

Innovation, Creativity and Intellectual Property

A: Innovation

- A new or improved process,
- A new product or service
- A new organization know-how

B: Creativity

- Creativity is the state of human mind that leads to innovation, or
- Creativity is the ability to generate new ideas or things

Innovation, Creativity and Intellectual Property

C: INTELLECTUAL PROPERTY

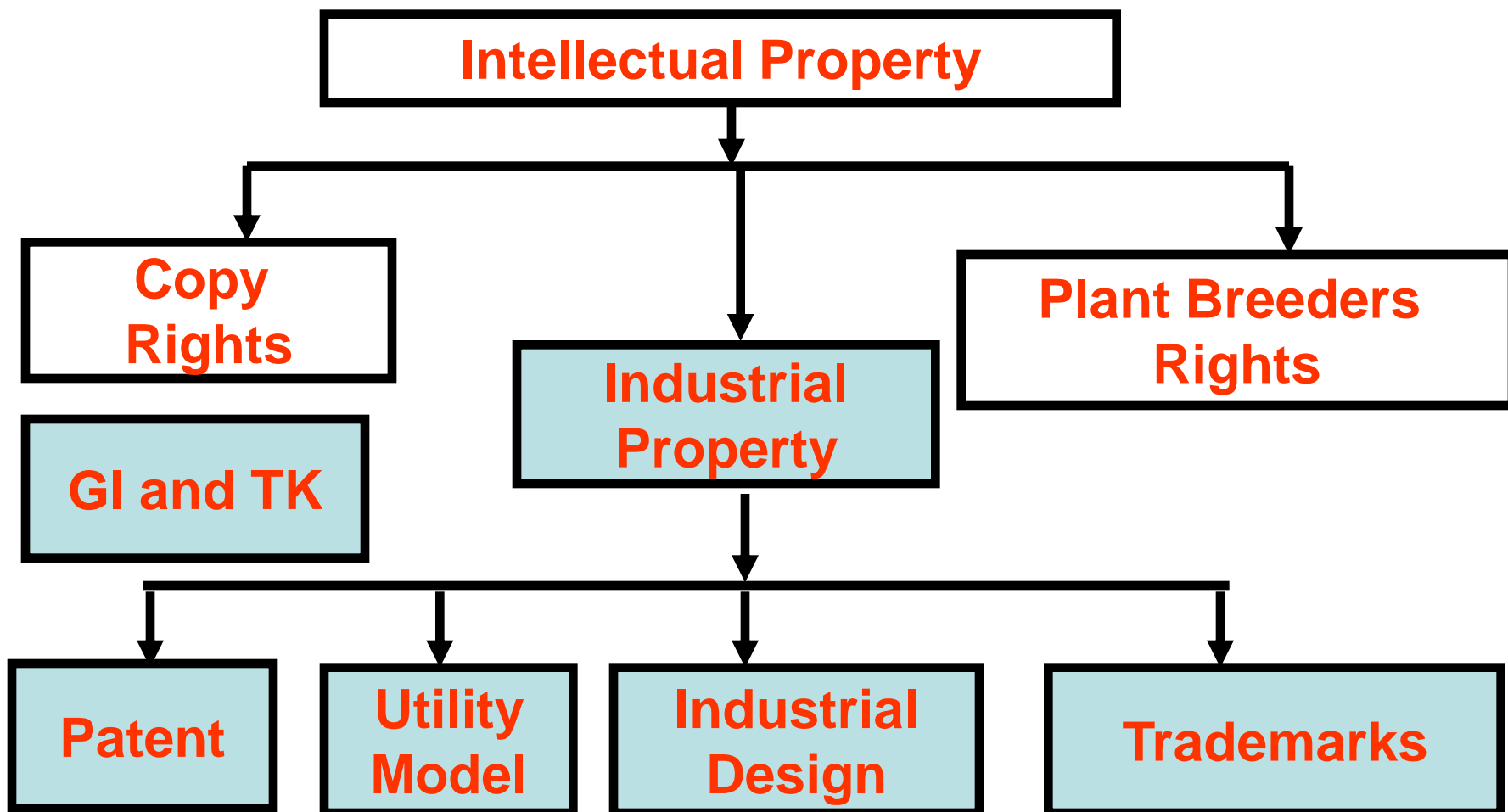
- a. Innovation/invention protected by law
- b. Protection means property can not be made, used, sold, distributed without the owners consent

Importance of Intellectual Property

Innovations and Inventions

- Do not happen by themselves
- People make them happen
- Cost money, time and resources
- There is need to have in place a system that ensures equitable reward and protection
- Intellectual property provides that Guarantee

Types of Intellectual Property Rights



How to use Innovation, Creativity and Intellectual Property to drive development

Innovation, Creativity and IP Strategies

Innovation, Creativity and Intellectual Property are today key drivers of economic development

To harness the potentials of innovation, creativity and intellectual property rights many countries are today coming up with policies and strategies

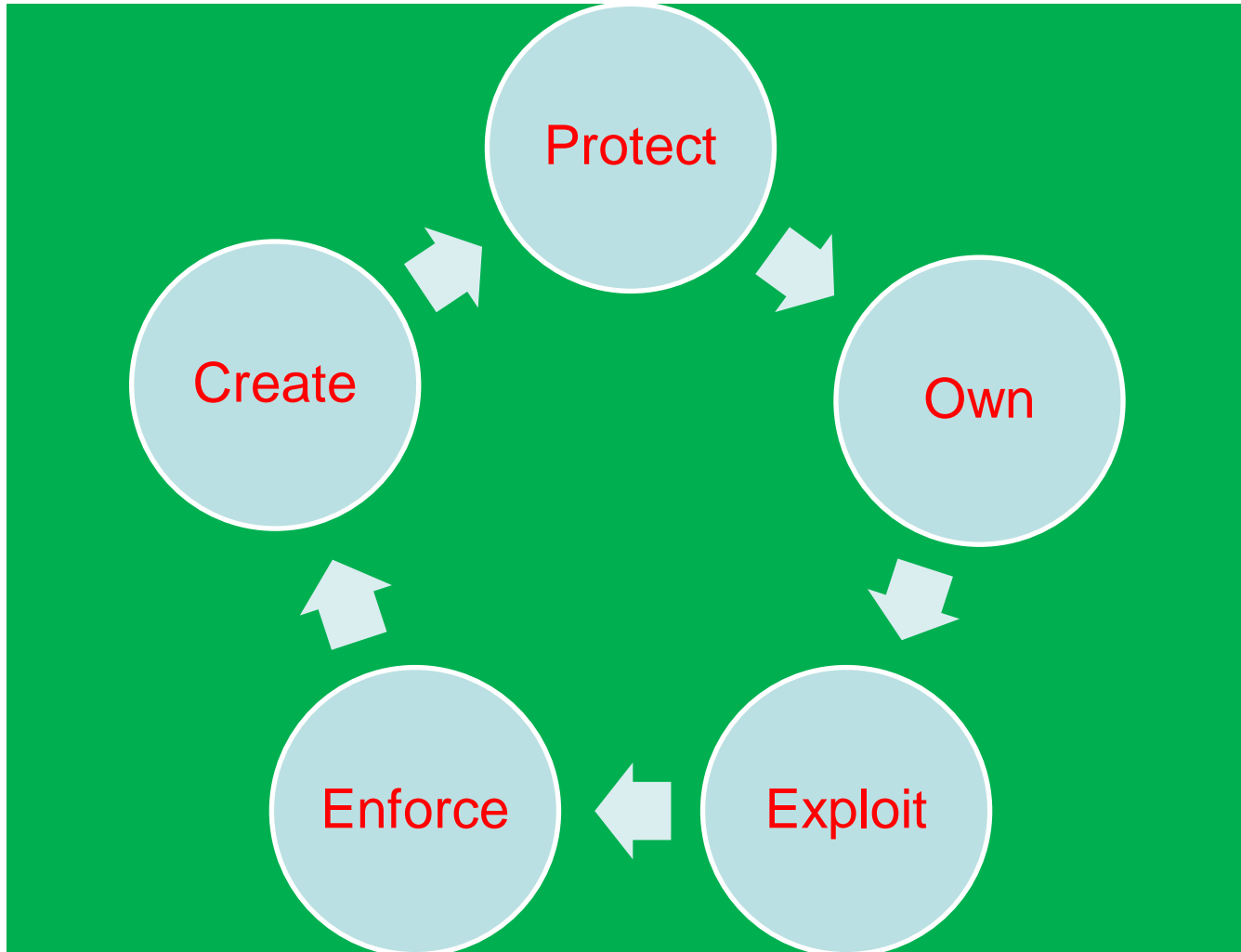
Role and goal of innovation, creativity and IP strategies

Definition: A national Intellectual Property (IP) Strategy is a set of measures and implemented by a government to encourage and facilitate effective creation, development and management of intellectual property.

Role: To strengthens a nation's ability to generate, protect and exploit economically valuable IP assets.

Goal: To provide a plan over time whereby all national stakeholders can work together to create, own, and exploit research results, innovations, new technologies, and works of creativity.

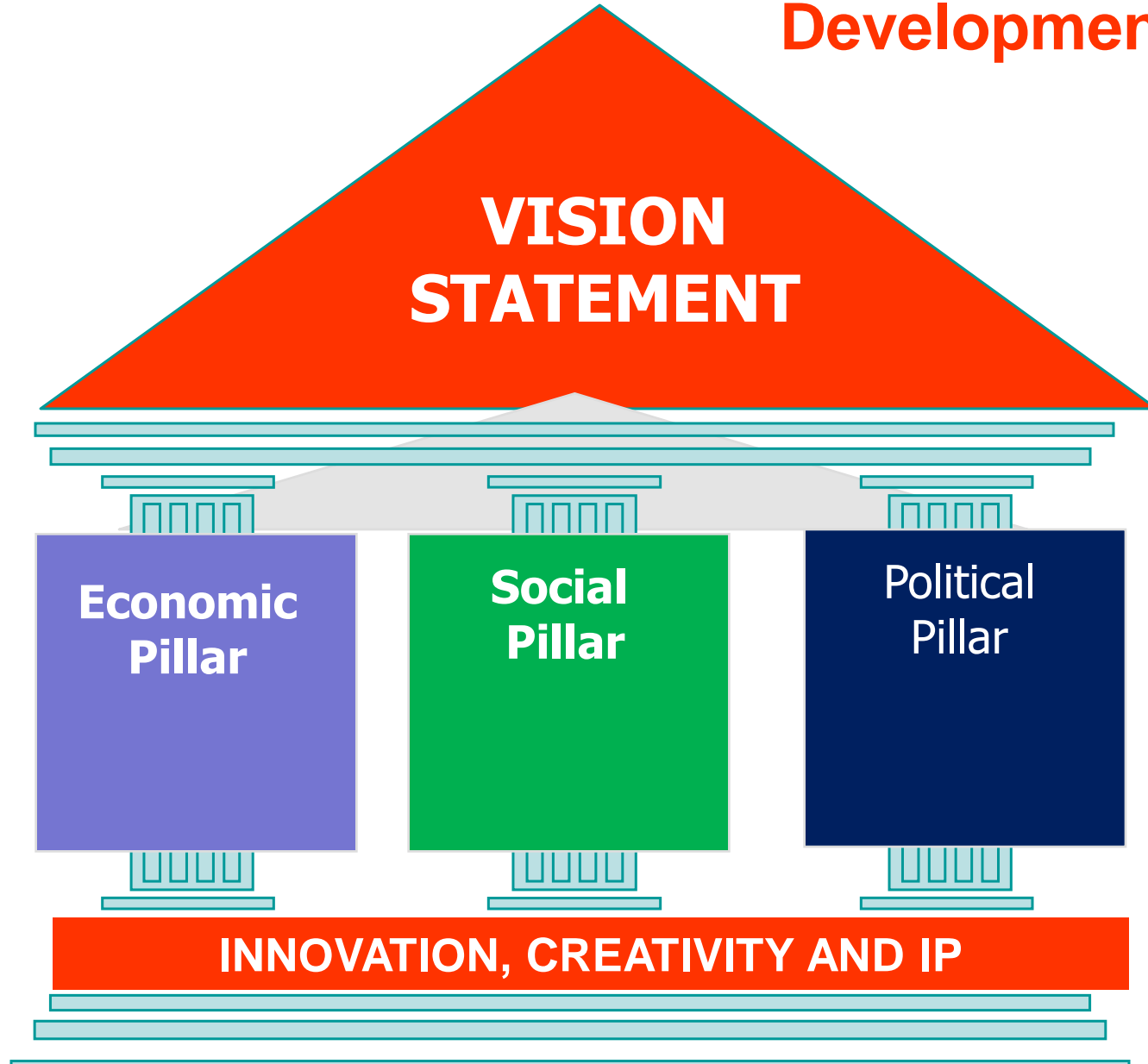
Developing Innovation, Creativity and IP Strategies



Linking IP Strategy to National Development



National Development Pillars



Examples of economic and social sectors that may be considered in an IP Strategy

Economic

- Agriculture
- Manufacturing
- Tourism
- ICT
- Energy and oil
- Mining

Social

- Education
- Health
- Housing
- Water and Sanitation
- Environment
- Housing

Agriculture sector

Problem 1: Low income to the farmer due to low productivity (yield)



Some farmers get 200-400 kg/h against benchmark of 1200 kg/h



Some farmers get 2.2 kg coffee berries per tree kg/h against benchmark of 12 kg/h

Agriculture sector

Problem 2: Low income to the farmer due to lack of value addition

- Farmers receive US\$ 0.65 per kilo of raw nuts
- After further processing (roasting and adding flavor) the processed nuts are retailed at US\$ 18 per kilo
- In 2005 country received **US\$ 28 million**
- Foreign industries earned **US\$ 576 million** from retailing processed cashew nuts

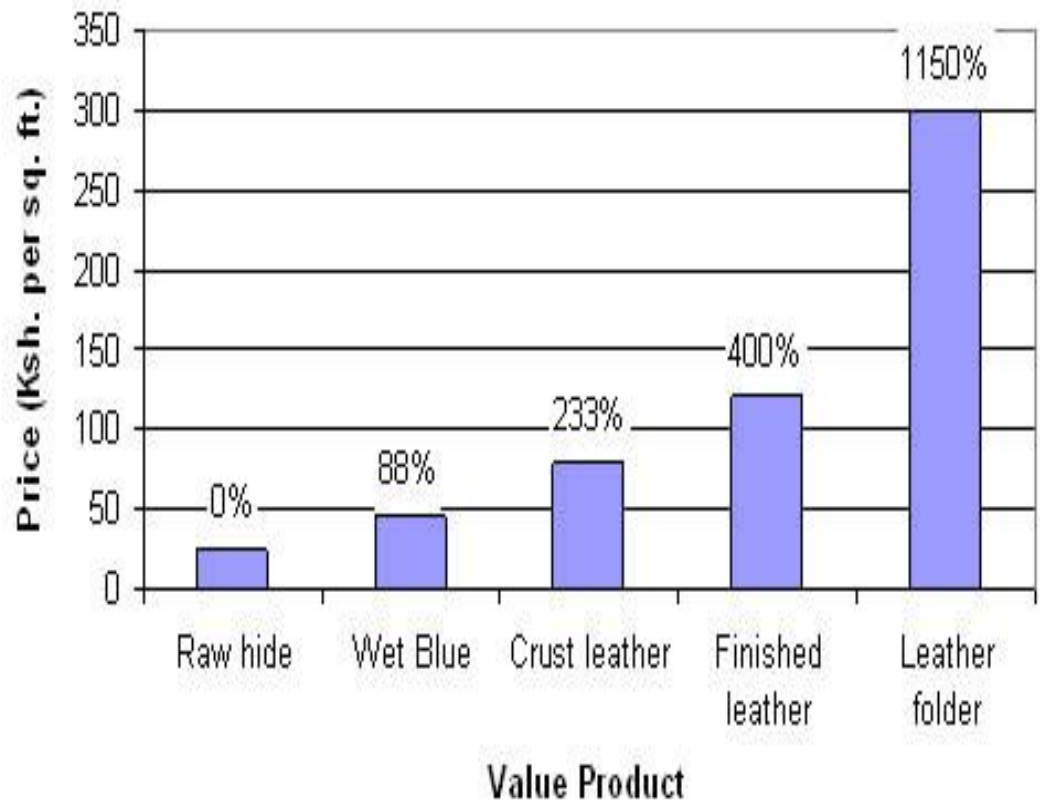


Agriculture sector

Problem 2: Low income to the farmer due to lack of value addition



Value added to rawhide in the production of a leather folder (in %)



Agriculture sector

Problem 2: Low income to the farmer due to lack of value addition



Policy

Strategies

Intellectual Property

1. Enhancing Food Security

- a. Develop high yielding disease resistance seeds***
- b. Reduction of post harvest losses***

- ❑ IP Laws, R&D, IP Policy,***
- ❑ Technologies, and Processes***

Policy

Strategies

Intellectual Property

***2. Creating more
Income***

a. Value Addition

- IP Laws, R&D, IP Policy,***
- Technologies, and
Processes***

Manufacturing sector

Problem 1: Poor quality of SMEs products



Ugly

No Name

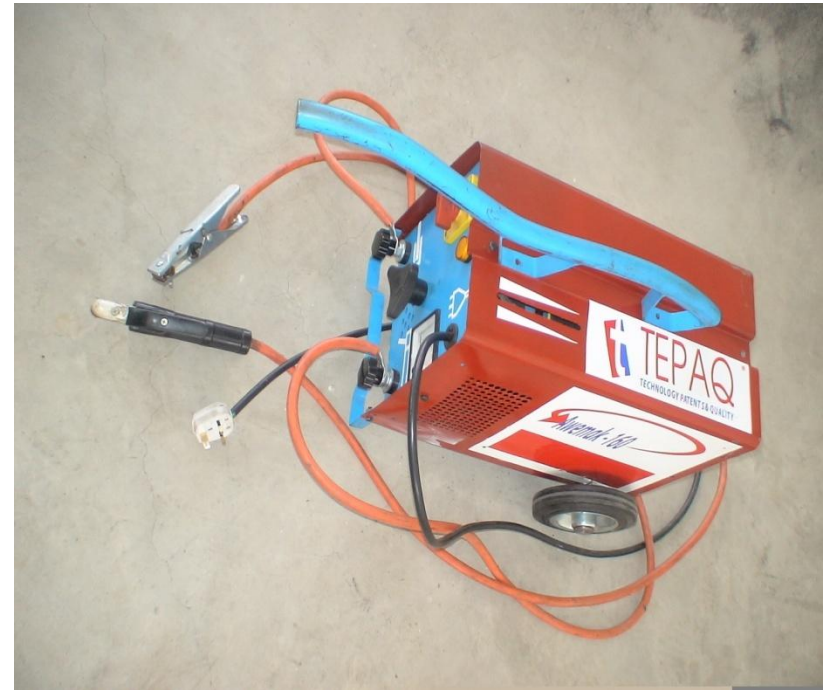
Unsafe

Not Standardized

BUT WORKING

Manufacturing Sector

Promotion of MSEs competitiveness



Standards, Trademarks, Branding and Utility model

Policy

- 1. Promoting SMEs**
- 2. Increasing productivity and competitiveness**
- 3. Attracting FDI**

Strategies

- a. Enhancing quality of products**
- b. Enhancing market access**
- c. Business incubation**
- d. Industrial parks**

Link with IP

- IP Laws,**
- Generation and commercialization of technology**
- Branding, certification and trademark**
- IP Policy,**
- Technologies, and Processes**

Education Sector

Problem 1 : Limited access to teaching material

- a. Promoting copyright industry – (authors, publishers and book trade)
- b. Requires conducive copyrights laws
- c. Existence of collective management organizations

Problem 2: Underdeveloped distance learning

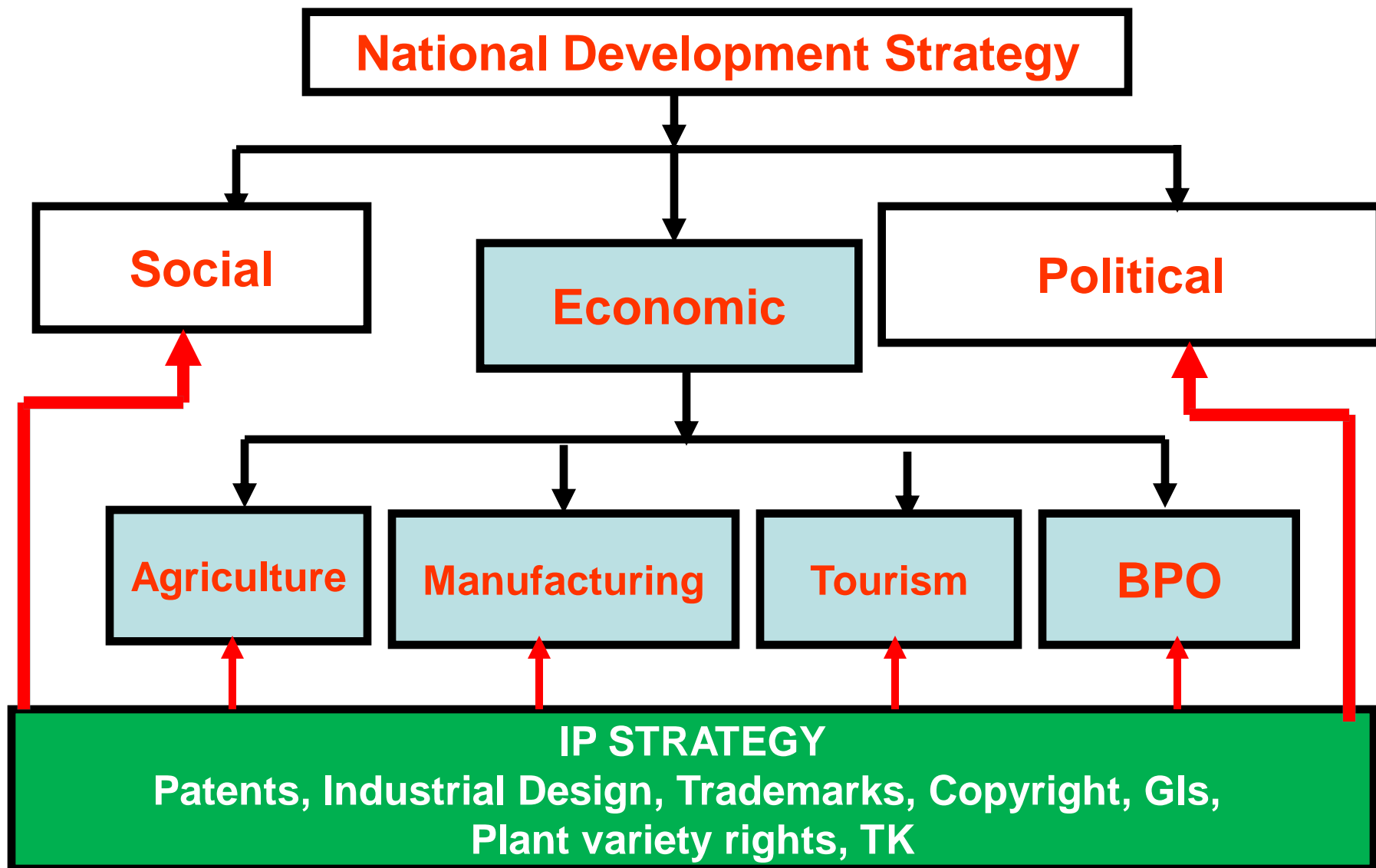
- a. Copyright issues on online training materials and software

Problem 1: Inadequate access to affordable health care

1. Development of herbal product industry,
 - TK policies on access and benefit sharing
 - Technology for processing (patents and utility models)
 - Trademarks
2. Access to essential drugs
 - Patents laws and policies that allows compulsory licensing and parallel importation

- Developing ICT Parks: Limited access to software and hardware
 - a. Software development
 - b. Hardware development
 - c. Training and capacity building
- Copyright
- Patents
- Trademark

3. Linking IP to National Development Strategy



3. CONCLUSIONS

- Innovation, Creativity and Intellectual Property are key the realization of national development goals
- To enhance the capacity of countries to generate innovation, creative and intellectual Property assets, required for development, there is need to have in place national policies and strategies on innovation, creativity and IP
- Policy makers are requested to support and provide financial resources for the development and implementation of national policies and strategies on innovation, creativity and intellectual property

THANK YOU