

# Enabling Intellectual Property Environment (EIE) Project



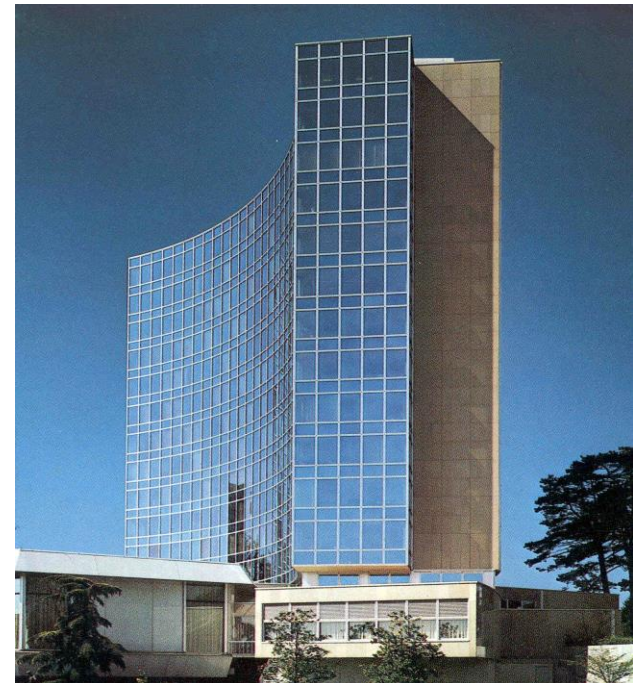
# Knowledge Economy

*Governments recognize that one prerequisite for realizing knowledge economy is that higher education, research and innovation systems need to be more tightly linked to economic and social development.*

*(OECD)*

***"Universities are the factories of the knowledge economy. Intellectual property adds another mechanism for universities to disseminate the knowledge that they generate and to have that knowledge used in the economic sector."***

**World Intellectual Property Organization (WIPO)**



*WIPO Director General, Francis Gurry*

# Business Paradigm Shift

## Globalization

- Internet/ Social media/ Smartphone → Easy access to information/ Easier communication
- Limited geographic barriers
- Global market
- Competitive market
- Need to improve efficiency
- Need to improve quality
- Constant generation of new technologies
- Fast technology cycle
- Technology interdependency → Need to collaborate → Global R&D
- Highly knowledge/ technology driven economy



# WIPO EIE Project

*An enabling IP environment means:*

- **The right innovation systems**
- **Appropriate institutional organization (IP Mgt. structure, TTO, IP Policy),**
- **Effective process**
- **People with adequate skills**
- **Close linkage between stakeholders**

to facilitate the process of knowledge creation, transfer and transform the knowledge into products and services made available to society.

# WIPO EIE Project

## The main FOCUS: IP Commercialization

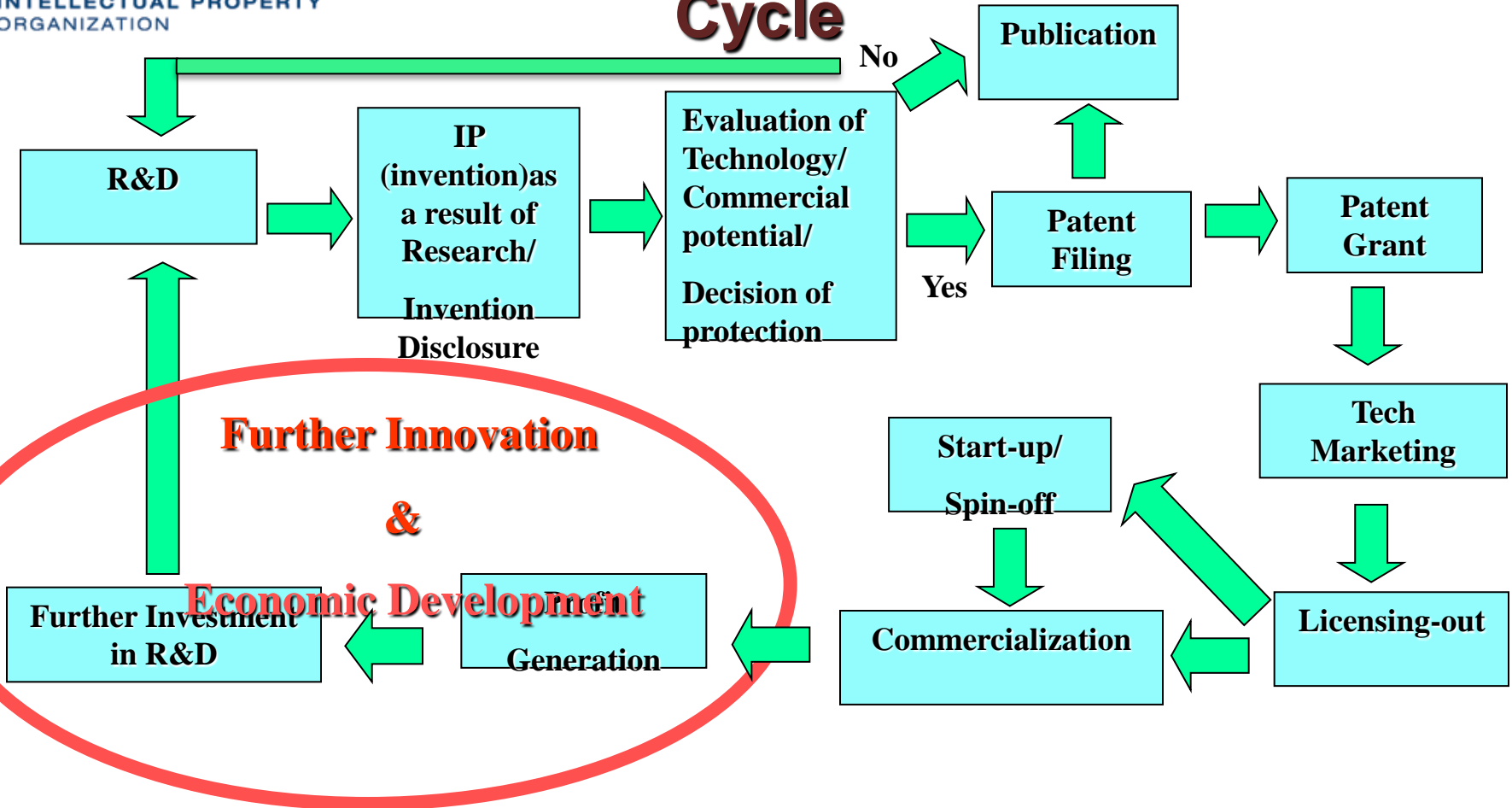
Through enhancing:

- TT and Innovation System (national and institutional)
- Technology Development
- Technology Mgt. Process
- IP Protection
- Capacity Building
- University-Industry Collaboration
- Engagement of all stakeholders

# Innovation and Economic Development

WORLD INTELLECTUAL PROPERTY ORGANIZATION

## Cycle



Source: Yumiko Hamano, "Innovation and Economic Growth Cycle"

# EIE Project

- Supporting universities and research institutions by strengthening their IP and other related competencies in the area of technology development, management and commercialization **using appropriate tools, skills, knowledge**
- Strengthening **university-industry collaboration** through linkages, partnerships, collaboration, interactions and transactions for technology commercialization
- Establish a **networked community** of technology professionals with the IP and other related skills and knowledge.



# Primary Beneficiaries

- Universities and R&D Institutions
- Government of WIPO Member States in Asia Pacific (ASPAC) Region
- Government innovation supporting agencies
- Industries
- Other players in innovation process
- Being implemented in 8 countries (Philippines, Thailand, Malaysia, Sri Lanka, Viet Nam, Mongolia, Iran and Indonesia)

# EIE Project Country Structure



## Spokes:

Primary technology generators and beneficiary of capacity-building activities.

## Hub:

Primary coordinating role and management responsibility to ensure effective project knowledge transfer and application in the spokes.

“... not a hierarchical structure but an “organism-like” network”



# EIE Project Country Structure



## Project Secretariat:

[National IP Office] providing linkage between the governance and operational levels, the country and WIPO, the project and other IP development partners or initiatives.

## Steering Committee:

Inter-agency public-private (government, academe, industry) high level governing body overseeing the project.

# EIE Project Country Structure



## Other Entities:

Technology accelerators, technology brokers, investors, IP practitioners, service-providers, other actors and businesses in the innovation value chain.

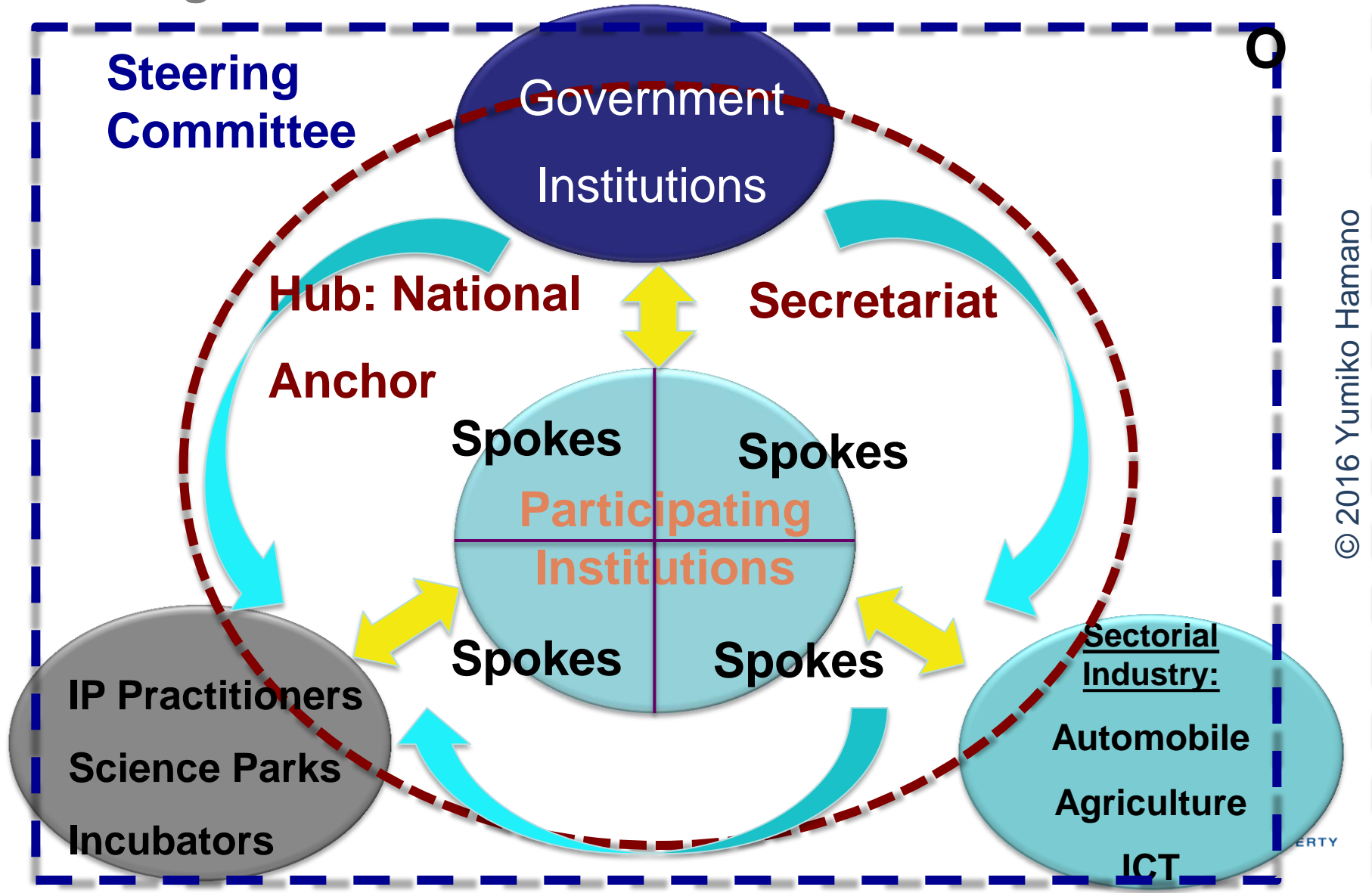
## International Network of EIE Project:

Project countries: Malaysia, Philippines, Thailand, Sri Lanka & Viet Nam, Iran and Mongolia, Indonesia,

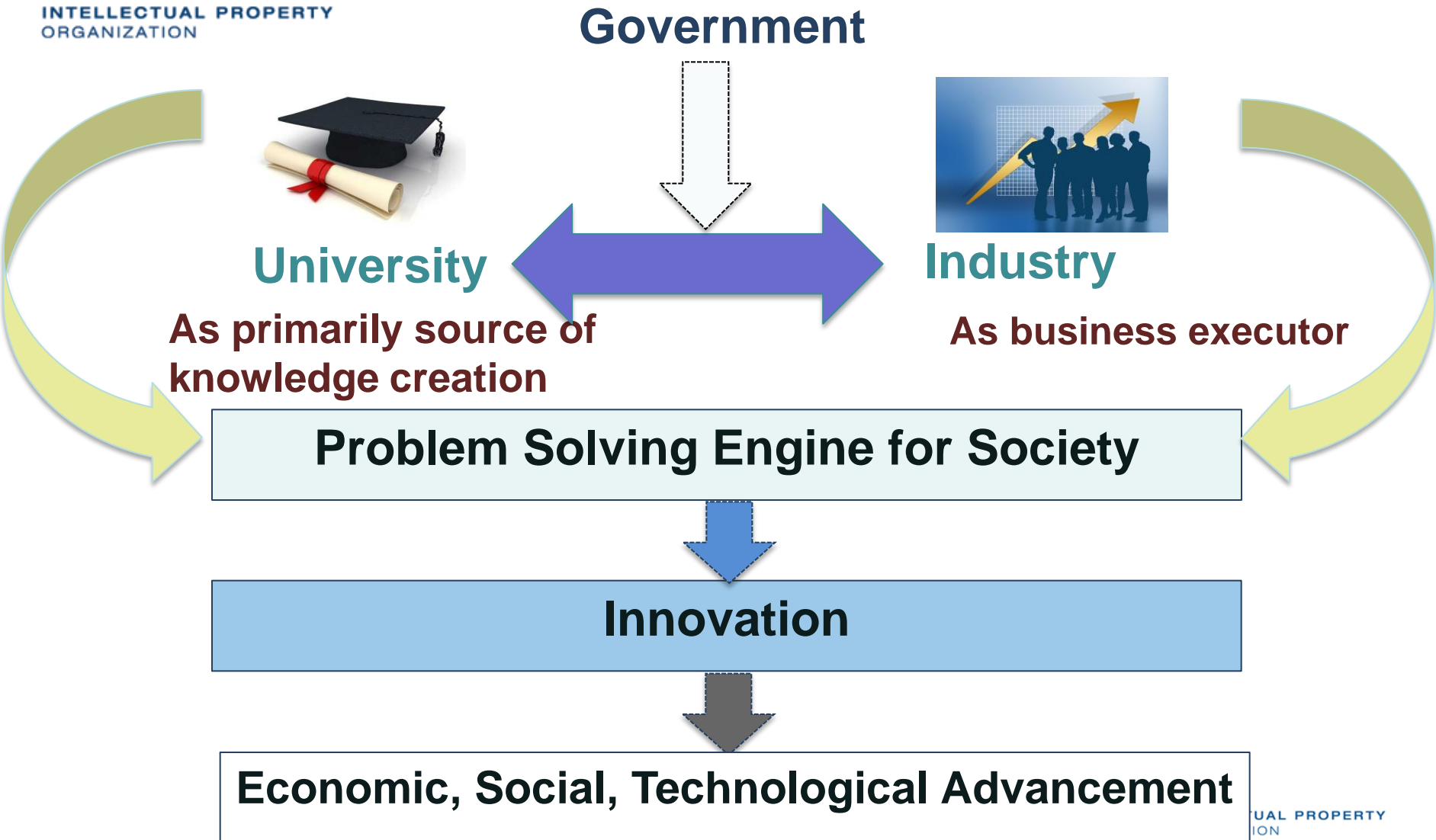
# Structure of EIE Project

Enabling IP Environment

WIP



# PPP in the Rise of Knowledge Economy



# Project Coordination with Other WIPO Programs



Coordinates the various inputs of the different WIPO Programs to support :

- TISC
- Market place: WIPO\_GREEN /WIPO\_Re:Search
- Patent Law Div. (Patent Drafting)
- GII
- WIPO Worldwide Academy
- SMEs and Entrepreneurship

# EIE Project



**Enabling IP Environment Project aims to increase the capacity of countries for technology development, management and successful IP commercialization through establishment of a sustainable innovation system and creation of a strong network of all stakeholders.**

**Universities have crucial roles to play in the innovation process!!!**



# EIE Project Timeframe

## 1. INCEPTION PHASE (2016)

- Assessment Missions (environmental scanning)
- Recruitment of Institutions to serve as Spokes and Hubs
- PH: 15, TH: 5, LK: 9, MY: 7 selected

## 2. ORGANIZATIONAL PHASE (2017)

- TORs finalization
- Enrolment of Selected Trainees
- Project Charter / MoU
- Presidents' Summit (Korea, Japan)
- Immersion in Spoke-Institutions
- Capacity-building

# EIE Project Timeframe

**3. IMPLEMENTATION PHASE (2018 -)**

**4. INSTITUTIONALIZATION PHASE**

# EIE Project: Capacity Building



- ❑ Careful selection of trainees per institution
- ❑ Up to 6-year competency-based professional training
- ❑ Job-related practice and application of IP skills required
- ❑ Periodic quality monitor and skills evaluation

# EIE Project: Capacity Building



- Technology Mgt. (TTO value chain: TTO functions, invention disclosure mechanism, technology triage evaluation, decision of a patent filing,
- Patent Drafting
- Patent Information Search
- Institutional IP Policies
- Commercialization (Licensing, Tech marketing, Start-off, univ.-industry collaborations, commercialization)
- Competency based capacity building
- IP audit and policy assessment

# EIE Project: Capacity Building



- Special Degrees/Diploma Courses
- National Workshops and Examination
- Institutional Activities
- Fellowships in Japan, US
- Participation in regional workshops
- President Summit Meetings
- DL courses and other offerings of the WIPO Academy

# EIE Project: Communication Channel

- **Rigorous communications with participants**
- **Periodic video conferences** (with WIPO & experts)  
Monthly/Bi-monthly for updates and pre/post-activity feedback  
Continuing discussions of issues, challenges and action points
- **Web portal** (interactive, crowd-sourcing)
  - ◆ Public presence of the Project
  - ◆ Information on Project activities, documents and schedules
  - ◆ Linkage between and among individuals in the Hub, Spokes and Others
  - ◆ Directory of relevant resources, stakeholders and participants,
  - ◆ Knowledge management and transfer across institutions
- **Convergence of local institutional activities/events with that of the Project**

# Spoke: Minimum Commitment/ Budget/ Expenses



- **5-person Staff time** for training and skills practice (in-country and abroad)
- **Management time** for meetings and gatherings
- **Local travel cost** and “**DSA**” for training and activities (up to 8 onsite events per year); WIPO takes care of the cost going abroad
- **Hosting** of training, activities and experts visits in the campus/ office
- **Costs relating to commercialization** of technologies selected

# EIE Project



## LONG TERM GOAL : **IMPACT STATEMENT**

An organized interconnected community of well-trained professionals contributes to their institutions' capacity for technology development, management and commercialization



# EIE Project Implementation



## By end of Year 1: **Inception Phase**

Knowing the technology commercialization landscape (laws, policy, system and experience) of countries and getting to know the key player individuals and institutions involved in technology research and application.

# EIE Project Implementation



## By end of Year 2: **OUTCOME 1**

The project governance and operating structure comprising Hub, Spokes, Project Secretariat, and Steering Committee, is in place to ensure mutual accountability of parties involved and sustain the results beyond the Project timeframe.

# EIE Project Implementation



## Year 2 to 6 : **OUTCOME 2**

The Hub and Spoke institutions have established and/or strengthened their IP-related structures, system and services for technology, development, management and commercialization

# EIE Project Implementation



## By end of Year 6: **OUTCOME 3**

Staff members of Hub and Spoke institutions (in charge of technology and knowledge transfer or techno-entrepreneurship) have the required skills to effectively manage and commercialize technologies

# EIE Project Implementation



By end of Year 6: **OUTCOME 4**

A community of technology professionals is organized with strong linkages, networks and collaborations with other stakeholders and actors in the innovation ecosystem

# EIE Project Implementation



## Year 2 to 6: **OUTCOME 5**

The project has enhanced equity and in particular gender equality through consistent promotion for all interested parties, regardless of gender, social status, health condition and any other discriminating factor, to access project activities and IP services of beneficiary institutions.

Thank you for your kind attention

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