



CARIBBEAN CLIMATE-  
SMART ACCELERATOR



UNIVERSITY OF  
THE WEST INDIES



JAPAN PATENT OFFICE



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

---

## WORKSHOP

---

**WIPO/IP/SIDS/GE/INF 1**  
**ORIGINAL: ENGLISH**  
**DATE: DECEMBER 21, 2021**

# **WORKSHOP 3 – Project on Intellectual Property (IP), Innovation and Sustainable Development for Small Island Developing States (SIDS): A Look at Innovation and Leveraging IP in the Blue Economy**

organized by  
the World Intellectual Property Organization (WIPO)

in collaboration with  
the University of the West Indies (UWI)

the Japan Patent Office (JPO)

and  
the Caribbean Climate-Smart Accelerator

**Online, December 8 and 9, 2021**

## PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, December 8, 2021

8.30 – 8.35 **Welcome Everyone (Share Screen)**

8.35 – 8.40 Play video and welcome

Speaker/Facilitator: Mr. Brownrygg Woolls, Innovation Consultant, Kentucky, United States of America

8.45 – 8.50 **Introduction of the Blue Economy and Business Model Canvas (BMC) overview**

Speaker/Facilitator: Mr. Paul Regis, Counsellor, Section for Caribbean Countries, Division for Latin America and the Caribbean, World Intellectual Property Organization (WIPO), Geneva

8.40 – 8.45 **Explanation about what we will be doing over the next two days**

Speaker/Facilitator: Mr. Michael Abbott, Innovation Consultant and Founder of Cambrian Design and Development, Christiansburg, Virginia, United States of America

9.00 – 9.15 **Introduction to Mural and Teams**

Speaker/Facilitator: Ms. Sabrina Goerlich, Innovation Consultant, (MURAL Whiteboard facilitator) Stuttgart, Germany

9.15 – 9.30 **First Break Out Session**

**Familiarizing themselves with group and project teams meet together in breakout rooms and individual mural boards. The ONE question to consider going into breakouts: Who shared the idea gives an intro to the team Prompts**

Speakers/Facilitators:

9.30 – 9.45 **Plenary Discussion of Breakouts**

Any groups that want to share their experience can speak up

Speakers/Facilitators:

9.45 – 10.45 **Introduction to Jobs Theory**

Speakers/Facilitators: Mr. Michael Abbott

10.45 – 11.00 **Breakouts to discuss Jobs Theory**

**The ONE question to consider going into breakouts: Think about the problem again – what criteria do you think the decision-makers are using to evaluate how to get the ideas fixed or how they are choosing the solution. Use comparative verbs: Increase, maximize, improve, decrease, minimize. The problem you think you are solving and why it is important**

Speakers/Facilitators:

11.00 – 11.15 **Plenary Discussion of Breakouts**

- Any groups that want to share their experience can speak up
- Are you thinking differently? Give me an example

Speakers/Facilitators:

11.00 – 11.30 **Ensure Alignment**

Brainstorm WHICH contexts are the target market, and describe what BETTER looks like to them

Speakers/Facilitators:

11.30 – 12.00 **Session Wrap Up**

- Goes over top level points
- And shares the exciting things in store the for day 2
- Invited them to next day for interactive interviewing (listening and translating)

Speakers/Facilitators: Mr. Michael Abbott

Thursday, December 9, 2021

8.30 – 8.35 **Welcome Everyone – Mindset: Listening and Translating**

8.35 – 8.40 Play video and welcome

Speakers/Facilitators: Mr. Brownrygg Woolls

8.40 – 8.45 **Explanation about what we will be doing over this day**

Speakers/Facilitators: Mr. Michael Abbott

8.45 – 9.00 **First Breakout Session**

- What is our best guess at a winning solution (revisit from day 1)
- Based on re-written criteria and in what order must be addressed for a solution to succeed?

Speakers/Facilitators:

9.00 – 10.00 **Lecture on Customer Discovery**

- What is it
- Why analysis is as important as action
- How NOT to conduct customer interviews

Speakers/Facilitators:

10.00 – 10.15 **Second Breakout Session**

Define the largest uncertainties in your solution: In terms of Solution Criteria, Context, and Customer

Speakers/Facilitators:

10.15 – 11.15 **Interactive Interviewing (to inform about a “special guest”)**

Speakers/Facilitators: Mr. Michael Abbott

11.15 – 11.30 **Plenary Discussion of Interviewing**

Guiding questions

Speakers/Facilitators:

11.30 – 11.45 **Third Breakout Session**

Break out into groups so that they can practice with each other. (Any suggested format?)

Speakers/Facilitators:

11.45 – 12.00 **Session Wrap Up**

Goes over why they should join the cohort

Speakers/Facilitators:

12.00 End of Workshop

[End of document]