

INDUSTRIAL PROPERTY OFFICES AND FUTURE INNOVATION

WIPO REGIONAL WORKSHOP,
DECEMBER 1 AND 2, 2021



"Ideas que hacen Historia"

INTRODUCTION

On December 1 and 2, 2021, the World Intellectual Property Organization (WIPO), in collaboration with the directors of industrial property offices in 19 Latin American countries, held a workshop entitled “Offices in the Industrial Property Ecosystem and Future Innovation” with the aim of exchanging views and gathering first-hand information on the issues of greatest interest to each country in the field of industrial property.

In preparation for this meeting, a detailed plan consisting of **three (3) stages was carried out:**

Document review:

Reports and files from previous meetings

(Santa Marta 2016 and Buenos Aires 2018).

WIPO

strategic plan

General documentation

Questionnaire developed for office directors:

Structured guide to be followed by the directors of the offices in each country in order to **gather views and information about the plans, vision and the actions taken** by offices in different countries.

Video interviews to obtain further detail on the **most relevant aspects** mentioned in the questionnaire.

Methodological preparation and readiness of virtual tools

to develop co-creation activities during the workshop.

WORKSHOP DEVELOPMENT

This virtual meeting was defined as a space for strategic co-creation that was intended to bring together 19 Latin American countries to share their views on industrial property and its impact on the region's economic and social development, as well as to identify and agree on the main issues to be addressed at the directors' meeting to be held in the first half of 2022 in Lima, Peru.

This is our means of addressing the requirements of the new reality in which we find ourselves, where changes of all kinds occur at a rapid pace and which calls for significant adaptive capabilities and faster responses to the needs arising in all countries.

By ensuring that industrial property is able to be part of the public agenda and a competitive advantage for entrepreneurs, inventors and innovators, we are reaffirming our commitment to the progress of the region's industrial and productive sectors. This is a challenge that countries share with WIPO, which will lead to tangible benefits throughout the innovation and industrial property ecosystem in Latin America.

TOPICS COVERED DURING THE WORKSHOP

DAY 1

A. Presentation of the Digital Listening Study carried out by METRICS

In order to gauge the level of interest in industrial property on social networks, we are designing a case study that will enable us to obtain an overview of what is happening in this regard among the general public and, at the same time, identify areas of opportunity to further clarify the terms with which industrial property is associated in digital media in Latin America.

ANNEX 1

METRICS presentation



What has been done?

A study on digital media in Latin America has been designed to identify the main concepts and areas in the public opinion conversation on industrial and intellectual property (IP). Data-mining tools were used to determine the volume of conversation around IP and WIPO, and the topics, audiences and threads of discussion in that conversation.

Why has this been done?

This study was aimed at providing WIPO with information that would be useful in determining the major areas of discussion around IP and user perceptions of it, identifying the main concepts that digital media users associate with IP and understanding how users refer to the interests of WIPO.

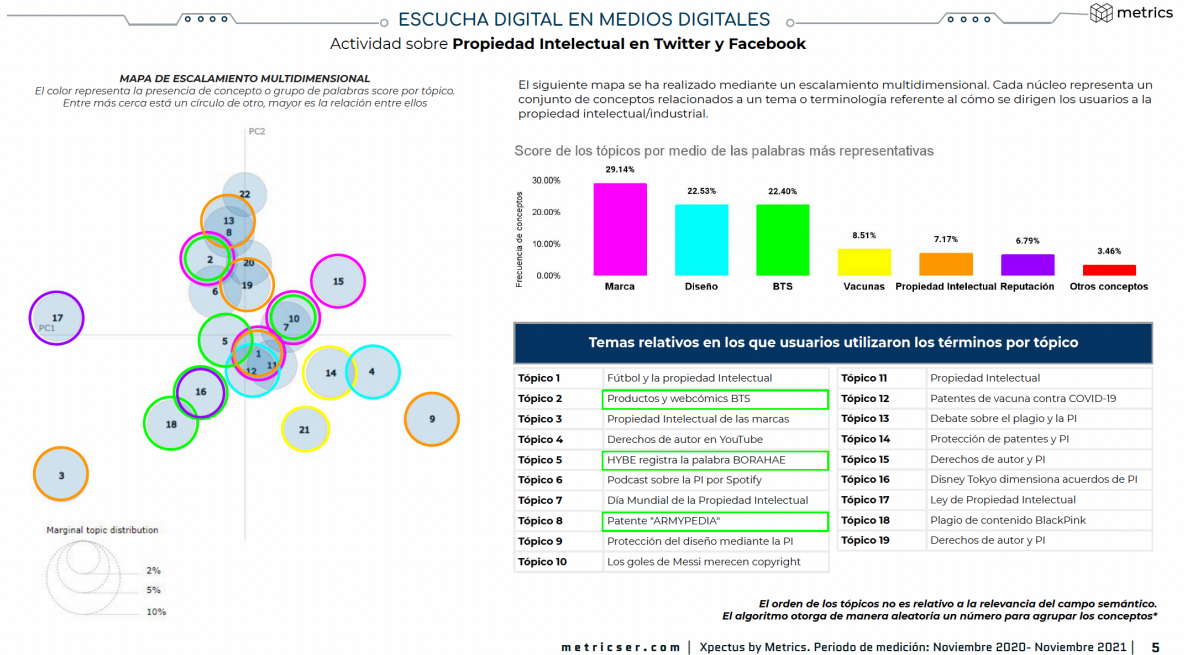
How has this been done?

Applying the METRICS methodology and taking into account the needs of WIPO and StoryInc®, the study was divided into three main stages: launch; follow-up; and final delivery. During the launch stage, the aims and expectations of the

study were outlined to provide the parties involved with clarity on aspects including the deliverables, scope and measuring period. Follow-up meetings were later held to show the progress made in the study, as well as to raise new theories and questions aimed at increasing understanding of the topic and considering it in greater detail. During the final delivery stage, the executive presentation was adjusted in line with the needs of WIPO, with modifications made to, inter alia, titles, format, representation and order.

Main findings

The information obtained in the study was used to identify the major gaps in information on IP, such as the low rates of recognition of topics including innovation, creative industries, gender and artificial intelligence, and the countries' varying degrees of participation in the conversation. In turn, the study revealed areas of opportunity in the positioning of interests by showing which fields of general interest in IP are recognized by the public, such as K-pop, football, trademarks and design. These findings were considered useful to WIPO in view of the Organization's aims and interests.



B. Dissemination by consultancy firm StoryInc® of questionnaire responses and interviews with directors of industrial property offices in Latin America

In order to ascertain the strategic areas to be addressed at the next meeting of directors, planned for the first half of 2022, a questionnaire with **18 questions** was developed. The questionnaire allowed in-depth answers to be given to identify the focus areas of current work, share views on the importance of industrial property and the future of the offices in each of their countries, as well as commenting on their short and medium-term vision and strategies. All of the responses were processed using Atlas T.I. software to find semantic linkages, which can be used to visualize the most recurrent and related topics among the **15 questionnaires** completed.

This questionnaire served as a basis for conducting interviews with the directors of the offices; these constituted a complementary mechanism that could be used to expand on some of their responses and a way to provide the directors with guidance on how to work with the digital tools chosen for the workshop.

C. Anonymous voting on a virtual platform

After the results had been obtained, the most recurrent and related topics for all countries were presented. An anonymous vote was created on a virtual platform to enable participants to choose the strategic issues they felt should be worked on during the meetings of directors in 2022.

LOS (5) CINCO TEMAS ESTRATÉGICOS

Poll ended | 1 question | 26 of 43 (60%) participated

ACERCAR LA P.I. a los jóvenes. (2/26) 8%

CULTURA, impulsar temas que respalden los activos intangibles de nuestros países como la denominación de origen (3/26) 12%

SEGUIMIENTO Y TRAZABILIDAD / Asistencia Técnica /, para poder medir el impacto de nuestras iniciativas en el corto, mediano y largo plazo (7/26) 27%

SOLUCIONES A LA MEDIDA/ infraestructura I.T., para tener un mejor aprovechamiento de las herramientas de la OMPI, con una aplicación más "customizada" a nuestras realidades (7/26) 27%

LOS (5) CINCO TEMAS ESTRATÉGICOS

Poll ended | 1 question | 26 of 43 (60%) participated

grupos de interés del sistema.

DIFUSIÓN Transmitir la importancia y potencial del acceso a la cultura de la protección a través de la PI a la población en general, incluidos grupos tradicionalmente invisibilizados. (12/26) 46%

POLÍTICAS PÚBLICAS Participar en espacios de decisión gubernamental y resaltar el valor de la PI como factor de desarrollo nacional. (15/26) 58%

COOPERACIÓN /COLABORAR Facilitar el intercambio de conocimiento, experiencias y buenas prácticas, así como y aprovechar herramientas colectivas para fortalecer la gestión del ecosistema PI regional (13/26) 50%

LOS (5) CINCO TEMAS ESTRATÉGICOS

Poll ended | 1 question | 26 of 43 (60%) participated

1. De los resultados expuestos en la presentación anterior, cuáles considera los más estratégicos para el impulso y la protección de la P.I. en América Latina: (Multiple Choice) * 26/26 (100%) answered

TECNOLOGÍA La incorporación de nuevas tecnologías para gestionar la misionalidad institucional. (20/26) 77%

CAPACITACIÓN La cualificación constante del personal de las oficinas y el acceso eficaz a la información técnica por parte de los usuarios y grupos de interés del sistema. (17/26) 65%

DIFUSIÓN Transmitir la importancia y potencial del acceso a la cultura de la protección a través de la PI a la población en general, incluidos grupos tradicionalmente invisibilizados. (12/26) 46%

DAY 2

Co-creation space for Latin American countries

A graphic overview, sharing the findings of the questionnaire, the interviews and the anonymous vote on the digital platform, was designed as a guide to enable countries to define a common goal and discuss the key factors that may affect the chosen topics, the opportunities that may arise from the development of these topics and the support required to take relevant actions.

For the purposes of this activity, the groups were randomly divided as follows:



Group 1: Argentina, Ecuador, Bolivia
(Plurinational State of).



Group 2: Brazil, Costa Rica, Uruguay



Group 3: Chile, Paraguay, Honduras.



Group 4: El salvador, Guatemala, Mexico.



Group 5: Peru, Venezuela
(Bolivarian Republic of), Panama



Group 6: Cuba, Dominican Republic, Colombia

DESCRIPTION OF THE ACTIVITY

(CONSULTING TEAM)

Our aim:

WIPO leads the development of a balanced and effective global IP ecosystem to promote innovation and creativity for a better and more sustainable future.

“To meet the promise and challenges of the future, it is no longer tenable for us to look at IP only from a technical, legal perspective, and as a matter of concern for IP professionals and experts alone. Going forward, IP must be seen more broadly as a powerful tool for meeting the global challenges that we collectively face, for growth and development, and as a matter of everyday interest to everyone, everywhere.”

Thirty-Second Session Geneva, July 12 to 16, 2021 Page 9 -10

As economies become more innovative and creative, IP becomes a more central issue and deserves greater attention from policy-makers, business leaders and other stakeholders. IP makes it possible to create value from different intangibles – technological edge, brand reputation and image, design appeal and creative flair. These are the bases on which an increasing number of companies compete and individuals make a living. In the S&P 500, a leading benchmark of market performance, intangible assets make up 90 per cent of business value. The trend is global. In 2020, the total value of intangible assets reached an all-time high of 65.7 trillion United States dollars, surpassing the value of tangible assets and accounting for 54 per cent of all global listings (excerpts from paragraphs 9 and 10 of the Medium-Term Strategic Plan for 2022-2026).

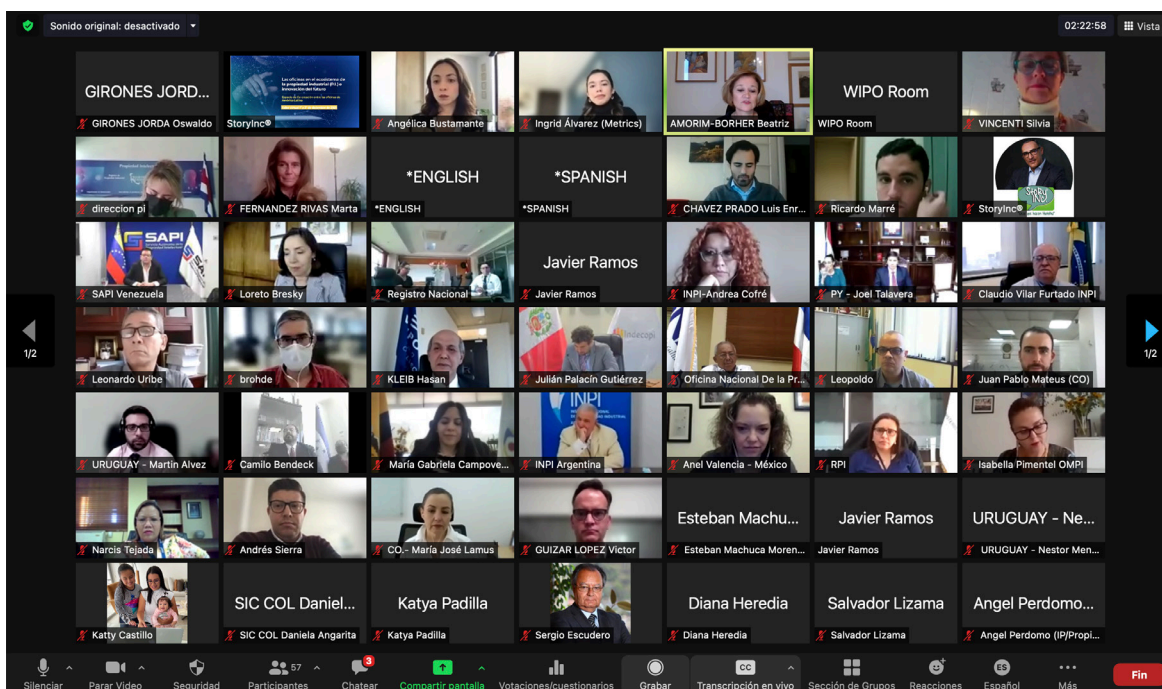
The WIPO Strategic Plan is intended to reach out worldwide to explain the potential of IP around the world to improve the lives of everyone, everywhere, to bring people together and partner with stakeholders to shape the future of the global IP ecosystem, Provide high quality IP services, knowledge and data that

deliver value to users around the world and support governments, enterprises, communities and individuals to use IP as a tool for growth and sustainable development.

Within this strategic framework, Latin America is undergoing an interesting process involving the rapid adoption of best practices, where innovation and creativity are supported by industrial property to the benefit of everyone. This means that industrial property offices must continuously reconsider their position in view of the economic and social context in which they operate.

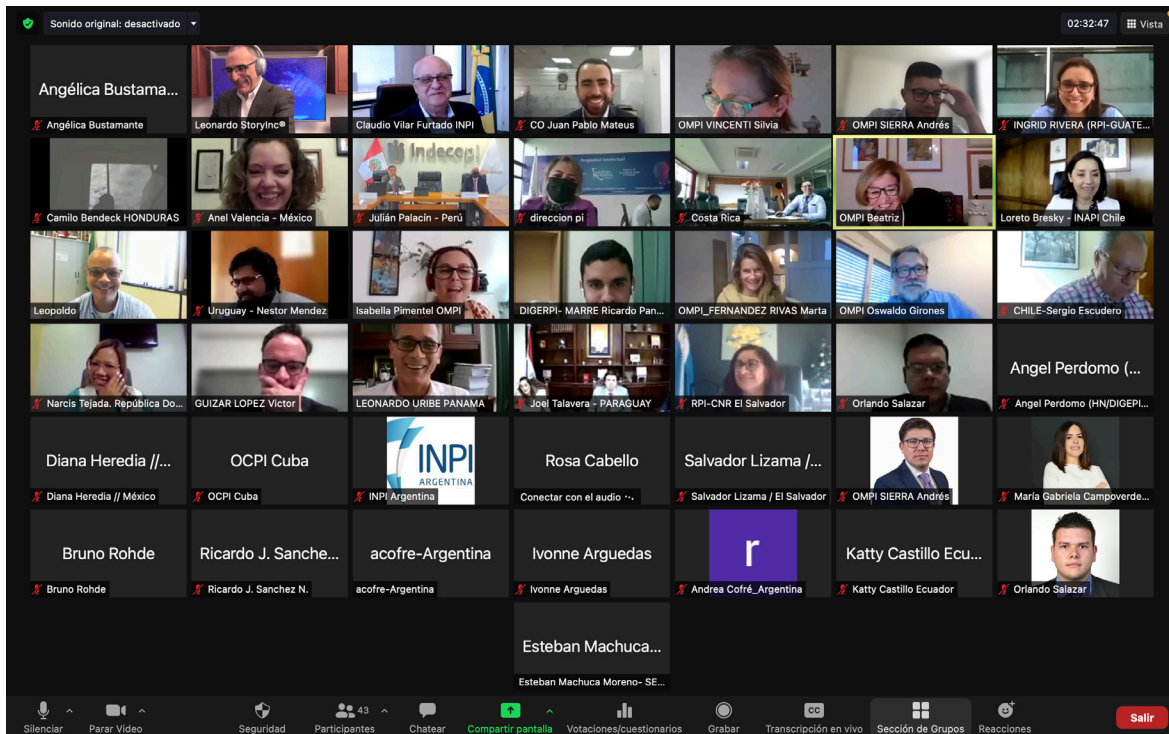
Over the past year, countries such as Brazil, Mexico, Argentina and Chile exceeded all expectations in terms of numbers of patent applications, industrial designs and trademark registrations, achieving increases of between 50 per cent and 120 per cent, and illustrating the growing interest in industrial property in the region (*data provided in the director interviews conducted by StoryInc®*).

Owing to its commitment to the region, WIPO decided to carry out a planning process together with 19 Member States to identify the industrial property-related strategic areas to be addressed at the directors' meeting to be held in the first half of 2022 in Lima, Peru.





To that end, a questionnaire was developed to gather the views, comments, concerns and initiatives of the directors in each country in order to establish common ground so as to identify the strategic issues to be worked on at the meeting of directors. In addition, video interviews were carried out with 11 of the 19 directors with the aim of obtaining greater detail on the answers provided in the 15 completed questionnaires and comparing the written responses with the expanded explanations in order to ensure a correct interpretation of the views expressed by each director.



Using this information as a frame of reference, we are able to review the overall results in teams before then taking joint decisions on those considered most relevant and strategic for the majority of countries.

Bringing industrial property closer to young people

Culture

Monitoring and traceability

Customized solutions

Technology

Training

Public policies

Dissemination

Cooperation

To summarize, we will now discuss some of the issues raised at the meeting in relation to the findings and opportunities that arose from the questionnaire and from the conversations with the directors. Detailed information on this exercise can be found in **annex (2)** of this report, as well as the views of the consultancy firm on the responses provided.

Adopt new technologies (digitalization of offices, Big Data, artificial intelligence, simplification of processes and bureaucracy).

Bring industrial property closer to the general public (greater use of social networks in countries in the region to provide more industrial property-related information, development of mass media strategies and of content to create a media impact among young people, innovators and entrepreneurs).

See industrial property as having economic value (industrial property is a comparative and competitive advantage, it is a right, it belongs to you).

Reduce the lack of trust in the industrial property system and its regulations.

Carry out continuous training (staff and offices must be up-to-date with all industrial property-related matters and have online access to global best practices in order to do their jobs properly for innovators and entrepreneurs).

Coordinate the actors involved in each country's industrial property ecosystem.

Ensure training and support for entrepreneurs and innovators.

Encourage the creation of incentives to boost industrial property

Incorporate industrial property standards into public tenders to ensure respect for the rights of the inventors of a mechanism, process or product and prevent plagiarism without any penalty or remuneration.

Transcend the registration service.

Design or adjust WIPO services to further customize them.

Establish WIPO financing to promote the specific projects of the offices (e.g., work with countries with similar needs to develop technological infrastructure projects).

Encourage a commercial vocation in industrial property offices (take proactive steps to attract innovators and entrepreneurs, do not wait for them to come to us).

Continue to promote industrial property projects that highlight the importance of appellations of origin (raw materials, ethnic groups, regions).

Develop and strengthen mechanisms for cooperation between offices in the region and with WIPO.

Work on consolidating public policy projects and initiatives.

Strengthen institutional communication and dissemination to emphasize the importance of industrial property in countries in the region (workshops, meetings, symposiums, mass media campaigns, engagement marketing for colleges, institutes and universities).

After reviewing -one by one- the answers to the questions posed in the questionnaire, the participants voted anonymously through a virtual platform, resulting in the following topics as the most strategic to be addressed during the 2022 directors' meeting:

TECHNOLOGY

The incorporation of new technologies to manage institutional objectives

TRAINING

Ongoing training of office staff and effective access to technical information for relevant groups and users in the system.

DISSEMINATION

Convey the importance and potential of access to industrial property protection to the general population, including groups that have traditionally been overlooked.

PUBLIC POLICIES

Participate in government decision-making spaces and highlight the value of industrial property as a factor in national development.

COLLABORATION/ COOPERATION

Facilitate the exchange of knowledge, experiences and good practices, and take advantage of shared tools to strengthen the management of the regional industrial property ecosystem.

The second session of the meeting took place on December 2, 2021.

On the basis of the conversation on the topics chosen by most countries, a graphic overview was designed as a guide to enable countries to define a common goal and discuss the key factors that may affect the chosen topics, the opportunities that may arise from the development of these topics and the support required to take relevant actions.

CO-CREATION MURALS

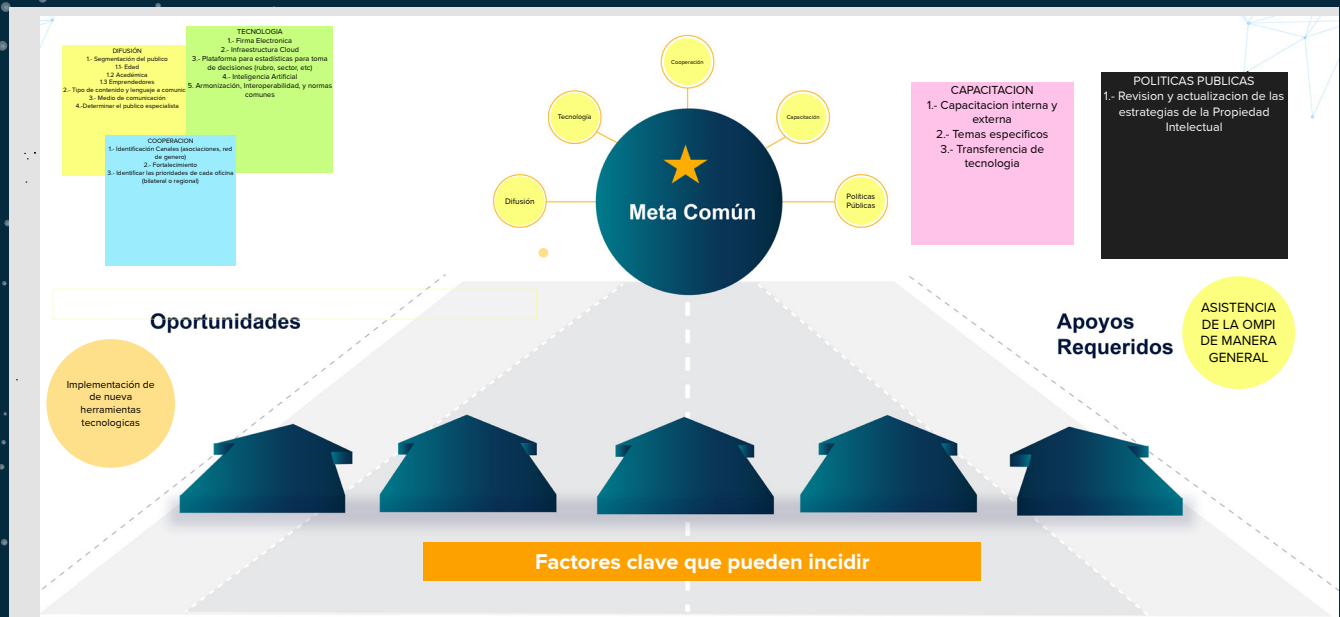
GROUP 1 - ARGENTINA / ECUADOR / BOLIVIA (PLURINATIONAL STATE OF)



GROUP 12- BRAZIL / COSTA RICA / URUGUAY



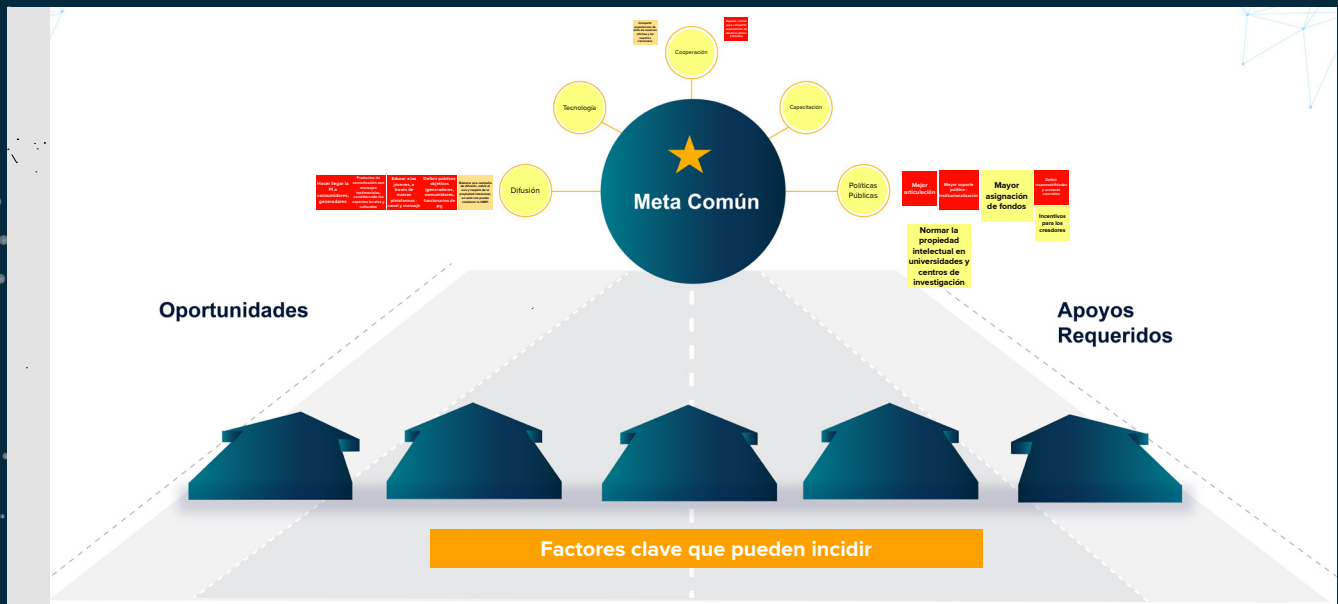
GROUP 3 - CHILE / PARAGUAY / HONDURAS



GROUP 4 - EL SALVADOR / GUATEMALA / MEXICO



GROUP 5 - PERU / VENEZUELA (BOLIVARIAN REPUBLIC OF) / PANAMA

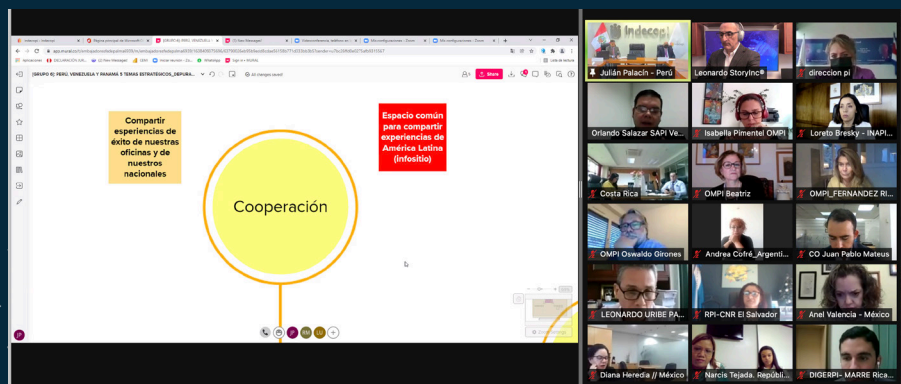
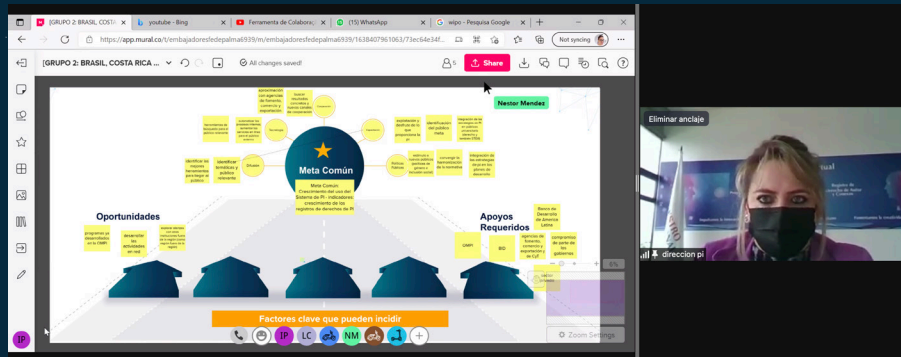
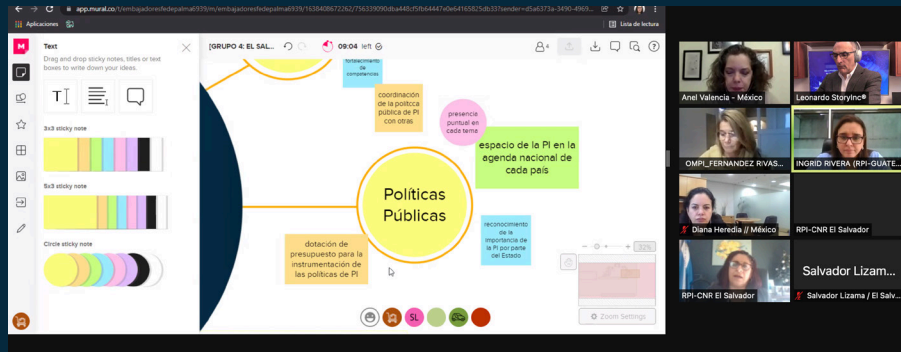
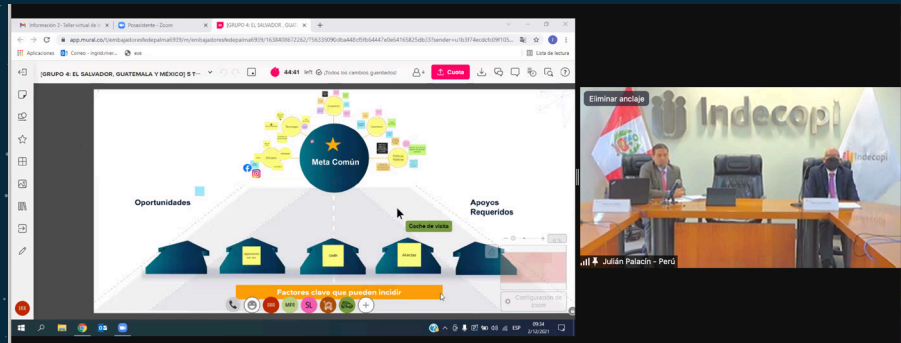


GROUP 6 - CUBA / DOMINICAN REPUBLIC / COLOMBIA



The graphic representations produced in the virtual co-creation space of each group make it possible to reaffirm the willingness of countries to determine the key factors that can have an impact on the management of the key issues, including:

CO-CREATION MURALS



TOPICS	CATEGORY	TECHNOLOGY	DISSEMINATION	TRAINING	COOPERACIÓN	PUBLIC POLICIES AND COLLABORATION
Adoption of and/or investment in technological tools that facilitate the implementation of public policies.		●				
Society-wide education on industrial property			●			
Draft communications using simple language that can be understood by the general public			●			
Specialized training to create technical capacities in industrial property offices				●		●
Global tools to exchange good practices						●
Improved use of the programs already available via WIPO						●
Develop activities in specific regions for development with different countries						●
Creation of indicators to measure industrial property management in the region						●

TOPICS	CATEGORY	TECHNOLOGY	DISSEMINATION	TRAINING	COOPERACIÓN	PUBLIC POLICIES AND COLLABORATION
Development of incentives for new audiences			●			●
Use and enjoyment of the benefits provided by industrial property			●	●	●	●
Commercialization of industrial property			●			●
Development of concrete and actionable steps			●	●	●	●
Integration of industrial property issues into national development plans			●	●	●	●
Add a gender perspective to industrial property			●	●	●	●
Technology transfer	●					
Definition of public goals			●	●		
Awareness-raising campaign on the use of and respect for industrial property			●	●		
Investment in research and development					●	●
Measuring industrial property as a proportion of GDP	●				●	●

While the topics chosen and the factors identified may appear to be ones that have already been mentioned previously, it remained clear that the implementation of any of the recommended actions must take the present context into account, in which the use of strategies, means and experiences to bring industrial property closer to the general public must be part of the strategic plans of industrial property offices in all countries, as well as the allocation of resources to access frequent training and updates, and access to sources of information that is current and up-to-date with global dynamics in industry and trade.

Added to this is the impact of resilience and adaptation, which is evident in the interviews and may be considered widespread in view of the circumstances that have had to be overcome during the coronavirus (COVID-19) pandemic, a phenomenon for which no one had been prepared. In that regard, there are frequent references to the gratitude and admiration that the directors have for their teams for their resilience as they provided services relating to industrial property, registries and patents, overcoming setbacks and showing that they could keep going even in adversity.

It is such comments that illustrate the potential of industrial property offices in Latin America as they inspire a path towards transformation based on adaptation, which is undoubtedly the feature that will enable offices to work on the future in the present.

Adaptation was evident in each of the initiatives and actions implemented by the offices in this period and, in view of what we are experiencing, it will be one

of the most valuable assets of any business or organization. We therefore suggest that the adaptive leadership framework of Ronald Heifetz and Riley Sinder should be adopted as a conceptual foundation for the meeting next year.

We use this way of thinking to work with the directors of the offices and provide them with the tools they need to transform the initiatives that arise from the 2022 meeting into actions.

CLOSING NOTE

Juan Carlos Eichholz, a business writer and consultant responsible for introducing this concept to Latin America, briefly describes the adaptive process as follows: “instead of focusing on being very good at one specific thing, companies and organizations should focus on being very good at learning to do new things”.

Adaptive leadership relates specifically to the change that provides the ability to prosper. New dreams and environments require new strategies and capacities, as well the leadership needed to put them into practice. As in evolution, these new combinations and variations help organizations to prosper in challenging circumstances, instead of perishing, going backwards or shrinking. Leadership must therefore address issues of value, purpose and process. What does it mean to prosper for organizations operating in any given specific context?

In biology, prospering means proliferating. However, in a business, the signs of prosperity include: short and long-term growth in value for shareholders; exceptional customer service; a positive state of mind among employees; and a positive environmental and social impact. Adaptive success in an organizational sense therefore requires leadership that is able to orchestrate the multiple priorities of the different parties involved, define prosperity and, as a result, take action.

CONCLUSIONS

Give a decisive boost to the transformation of offices to move towards digitizing their processes and simplifying their processes, which is an institutional imperative in keeping step with the requirements of current industrial property users.

Disclose and disseminate key messages to give industrial property the importance it requires among the general public so that it is seen as a necessity for which countries in the region can join forces to hold mass media campaigns that highlight the value of industrial property in the global, regional and local context.

The importance of collaboration and cooperation between countries in the region was one of the issues highlighted, and was presented as being of great importance to continued efforts to increase the competitiveness of countries in the region.

Open meetings with the possibility of work between countries contribute to the achievement of WIPO aims.

The impact of industrial property offices in the development of public policies is undoubtedly one of the pillars supporting the development of the entrepreneurship and innovation ecosystem in our region.

Emphasize that the State must understand that industrial property is of economic value and must be positioned as a comparative and competitive advantage.

Present industrial property as right that innovators and entrepreneurs have and must protect.

Develop initiatives to promote the importance and relevance of industrial property among groups that require greater representation in the competitive context, such as ethnic minorities and indigenous peoples with cultures and products that arise from their ancestral beliefs and that could be considered appellations of origin.

Allocate additional resources to establish outreach programs to build capacities in the general use of industrial property.

The directors of industrial property offices have a crucial role to play in raising the importance of the issues on the public agenda.

Authorize WIPO activity in the region as a strategic body for international cooperation that leads the development of a balanced and effective global IP ecosystem to promote innovation and creativity for a better and more sustainable future.

CONCLUSIONS

ANNEXES

- 1. METRICS CASE**
- 2. QUESTIONNAIRE AND INTERVIEWS**
- 3. MURALS - DAY 2**

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