

## **Committee on Development and Intellectual Property (CDIP)**

### **Twenty-Second Session** **Geneva, November 19 to 23, 2018**

#### **UPDATED COSTING OF ROADMAP ON PROMOTING THE USAGE OF THE WEB FORUM ESTABLISHED UNDER THE “PROJECT ON INTELLECTUAL PROPERTY AND TECHNOLOGY TRANSFER: COMMON CHALLENGES – BUILDING SOLUTIONS” USING EXISTING PLATFORMS**

*Document prepared by the Secretariat*

1. During its eighteenth session, held from October 31 to November 4, 2016, the Committee on Development and Intellectual Property (CDIP) agreed to go forward with items 1, 2, 3, 4 and 6 of the Joint Proposal of the Delegations of the United States, Australia and Canada on activities related to Technology Transfer contained in Annex I of document CDIP/18/6 Rev. 1. Paragraph 4 of the approved proposal states as follows:

“We propose that the Secretariat promote the usage of the web forum established under the “Project on Intellectual Property and Technology Transfer: Common Challenges-Building Solutions” as it is a useful tool to address Member States questions and issues related to technology transfer. The Secretariat should also establish a link to the web forum from the WIPO Technology Transfer webpage (noted in item 1)”.

2. During its twentieth session, held from November 27 to December 1, 2017, the Committee discussed the Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” contained in document CDIP/20/7 and requested the Secretariat to prepare an estimate of the costs involved in implementing the possible actions indicated in the Roadmap.

3. At its twenty-first session, held from May 14 to 18, 2018, the Committee discussed the Costing of the Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” contained in document CDIP/21/6 and requested the Secretariat to revise the Roadmap and Costing in the case of using an existing platform, such as WIPO’s eTISC platform.

4. The Annex to this document contains a revised Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” with a corresponding list of possible actions and updated costing based on implementing these actions within WIPO’s eTISC platform.

5. *The CDIP is invited to consider the information contained in the Annex to this document.*

[Annex follows]

1. The Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” indicated the following possible actions to promote the usage of the web forum established under the Development Agenda Project on Intellectual Property and Technology Transfer: “Common Challenges – Building Solutions”:

*Possible Action 1:* As a first step, carry out an assessment of the target audience, offerings valued by the target audience, and services competing with the web forum and a review of the user experience with the web forum.

*Possible Action 2:* As a second step, develop a content strategy based on the assessment and user experience review according to Action 1, taking into account existing activities and capacities within WIPO and evaluating the need for additional resources. The content strategy could identify specific types of professionally generated content to be produced for the web forum and user-generated content to attract to the web forum as well as the linkages between these types of content. The content strategy could also address issues such as effective form (including language, tone, and social norms) and map out required roles and workflows.

*Possible Action 3:* As a third step, establish technology requirements to effectively implement the content strategy according to Action 2 and to ensure efficient user and content management and identify platforms fulfilling these requirements, taking into account existing resources and capacities within WIPO.

*Possible Action 4:* As a fourth step, deploy the platform according to Action 3 and implement the content strategy according to Action 2.

*Possible Action 5:* As a fifth step, develop a communication and promotion strategy to identify effective channels through which segments of the target audience mapped in the assessment according to Action 1 could be reached and determine specific actions to be taken, e.g. links on webpages, email and social media campaigns. An action that has already been taken is to create a link from the “Technology and Knowledge Transfer” webpage to the web forum.

*Possible Action 6:* As a sixth step, seek partnerships with organizations that have established communities related to technology transfer to attract users to the web forum and improve the services offered by the web forum.

2. The option exists to omit establishing technology requirements and identifying platforms fulfilling these requirements according to Action 3. The platform deployed according to Action 4 would be a specific existing media platform used by WIPO, namely the eTISC social media platform.

3. Exercising this option would eliminate the cost of implementing Action 3 but could potentially impose constraints on: (i) the degree to which the platform deployed according to Action 4 could respond to the finding of the assessment and user experience review according to Action 1; and (ii) the specific types of professionally generated content identified in the content strategy according to Action 2. These constraints would be imposed by the limited customization options available within the eTISC social media platform.

4. Deploying the platform according to Action 4 would consist of customizing the eTISC social media platform within the limited scope available within the platform, taking into account the results of the assessment and user experience review according to Action 1 and the content strategy according to Action 2.

5. The revised Roadmap would thus comprise the following possible actions:

*Possible Action 1:* As a first step, carry out an assessment of the target audience, offerings valued by the target audience, and services competing with the web forum and a review of the user experience with the web forum.

*Possible Action 2:* As a second step, develop a content strategy based on the assessment and user experience review according to Action 1, taking into account existing activities and capacities within WIPO and evaluating the need for additional resources. The content strategy could identify specific types of professionally generated content to be produced for the web forum and user-generated content to attract to the web forum as well as the linkages between these types of content, taking into account the limited customization options available in the eTISC social media platform. The content strategy could also address issues such as effective form (including language, tone, and social norms) and map out required roles and workflows.

*Possible Action 3:* As a third step, customize the eTISC social media platform and implement the content strategy according to Action 2.

*Possible Action 4:* As a fourth step, develop a communication and promotion strategy to identify effective channels through which segments of the target audience mapped in the assessment according to Action 1 could be reached and determine specific actions to be taken, e.g. links on webpages, email and social media campaigns.

*Possible Action 5:* As a fifth step, seek partnerships with organizations that have established communities related to technology transfer to attract users to the web forum and improve the services offered by the web forum.

6. The cost of implementing Action 3, specifically implementing the content strategy, would be possible to estimate only once Action 2, namely developing a content strategy, was completed, due to task dependencies. The scope of improved content to be created could vary substantially according to the content strategy, as would the resource requirements associated with creating this content.

7. The cost of maintaining the results of Action 4, specifically implementing communications and promotion activities, would be possible to estimate only once Action 4, namely developing a communications and promotion strategy, was completed. The scope of communications and promotion activities could vary substantially according to the communications and promotion strategy, as would the resource requirements associated with implementing these activities.

8. The cost of implementing Action 5, specifically seeking (and developing) partnerships for content, platforms, and communication and promotion, would be possible to estimate only once Actions 2, and 4, namely developing a content strategy, and developing a communications and promotion strategy, respectively, were completed. The scope and nature of these partnerships would be determined by the value added by the partnerships in supporting content creation, platform development, and communication and promotion.

9. The above Possible Actions would require the hiring of external experts in the field of digital communications analysis, strategy and content creation and estimated to be 90,000 Swiss francs and are expected to take 12 months to implement from the time of project approval.

1. TOTAL RESOURCES BY RESULTS<sup>1</sup>

Project outputs	(Swiss francs)		
	Personnel	Non-personnel	Total
Assessment of target audience (audience and demands)	-	17,500	17,500
Assessment of competing services	-	17,500	17,500
User experience review	-	15,000	15,000
Content strategy with sample content	-	17,500	17,500
Improved content	To be determined after completion of the content strategy		
Customized web forum platform	To be determined after completion of user experience review		
Communication and promotion strategy	-	22,500	22,500
Communication and promotion	To be determined after completion of the communication and promotion strategy		
Partnerships	To be determined after completion of the content strategy (for content partnerships) and the communication and promotion strategy (for communications and promotion partnerships)		
<b>Total</b>	-	90,000	90,000

<sup>1</sup> The resources were not initially foreseen in the Program and Budget 2018/2019.

2. NON-PERSONNEL RESOURCES BY COST CATEGORY<sup>2</sup>

	<i>(Swiss francs)</i>					<b>Total</b>
	<b>Travel and Fellowships</b>		<b>Contractual Services</b>			
	<b>Staff Missions</b>	<b>Third-party Travel</b>	<b>Publishing</b>	<b>Individual Contractual Services</b>	<b>Other Contractual Services</b>	
<b>Project outputs</b>						
Assessment of target audience (audience and demands)	-	-	-	-	17,500	17,500
Assessment of competing services	-	-	-	-	17,500	17,500
User experience review	-	-	-	-	15,000	15,000
Content strategy with sample content	-	-	-	-	17,500	17,500
Improved content	To be determined after completion of the content strategy					
Customized web forum platform	To be determined after completion of user experience review					
Communication and promotion strategy	-	-	-	-	22,500	22,500
Communication and promotion	To be determined after completion of the communication and promotion strategy					
Partnerships	To be determined after completion of the content strategy (for content partnerships) and the communication and promotion strategy (for communications and promotion partnerships)					
<b>Total</b>	-	-	-	-	90,000	90,000

<sup>2</sup> The resources were not initially foreseen in the Program and Budget 2018/2019.

3. IMPLEMENTATION TIMELINE

Activities	Quarters 2018				Quarters 2019				Quarters 2020			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Recruitment of digital communications expert				X								
Assessment of target audience (audience and demands)					X	X						
Assessment of competing services					X	X						
User experience review					X	X						
Content strategy with sample content							X	X				
Improved content									X	X		
Revised web forum platform									X	X		
Communication and promotion strategy							X	X				
Partnerships									X	X	X	

[End of Annex and of document]