



IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum  
Institut Fédéral de la Propriété Intellectuelle  
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Swiss Federal Institute of Intellectual Property

# WIPO Webinar on Technical Assistance in Time of COVID

Perspectives from the Swiss Federal Institute of Intellectual Property



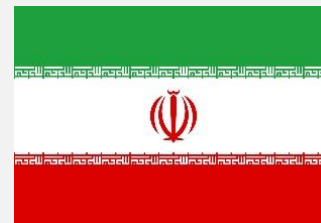
WIPO, November 4, 2021

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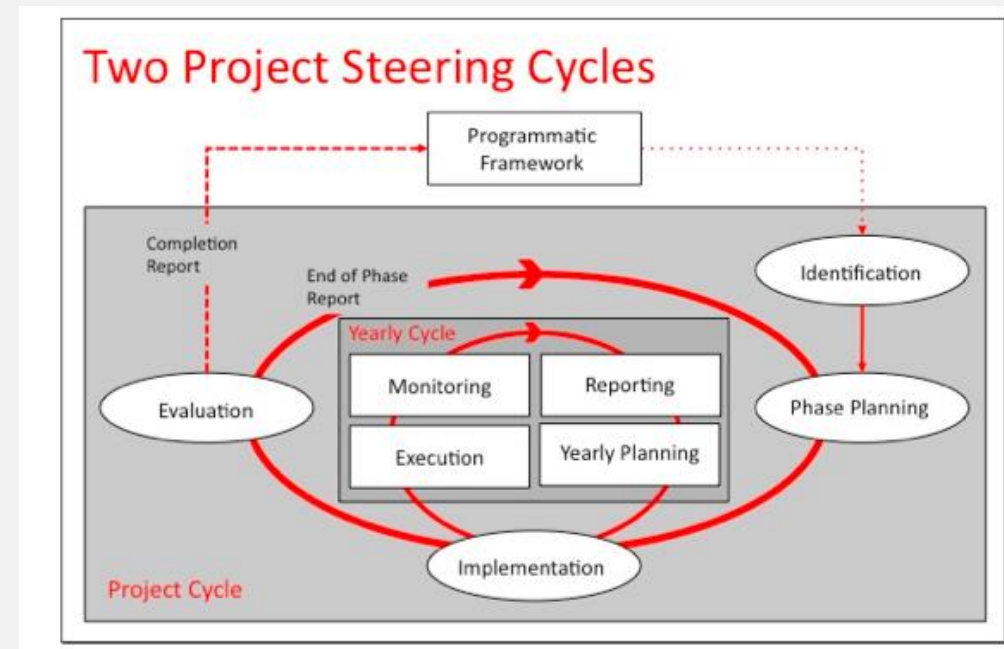
## Technical Assistance at the Swiss IPI

- Bilateral projects, usually have a duration of 2 – 5 years
- Most projects are financed by the Swiss State Secretariat for Economic Affairs (SECO) through the Global Program for IPRs and in some cases by the IPI itself (budgets range between 0,5 and 2 mio CHF)
- Direct counterparts: government entities of partner countries (usually IP Offices)
- Beneficiaries: IP Offices, civil society organisations, private sector actors
- Technical assistance and training, relying on national and international expertise
- Thematic focus areas: defined by the national counterparts of each partner country, to meet their development needs. The IPI can cover requests for support in all IPRs



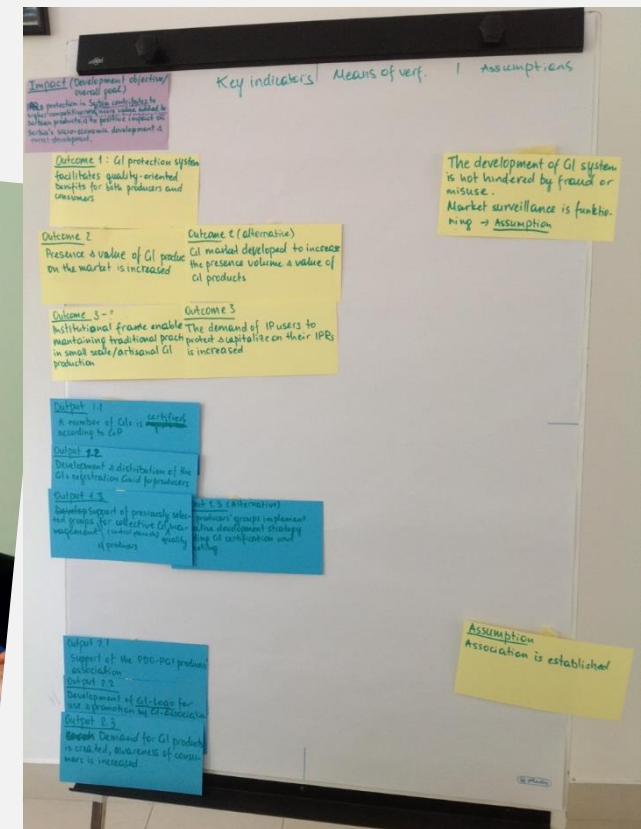
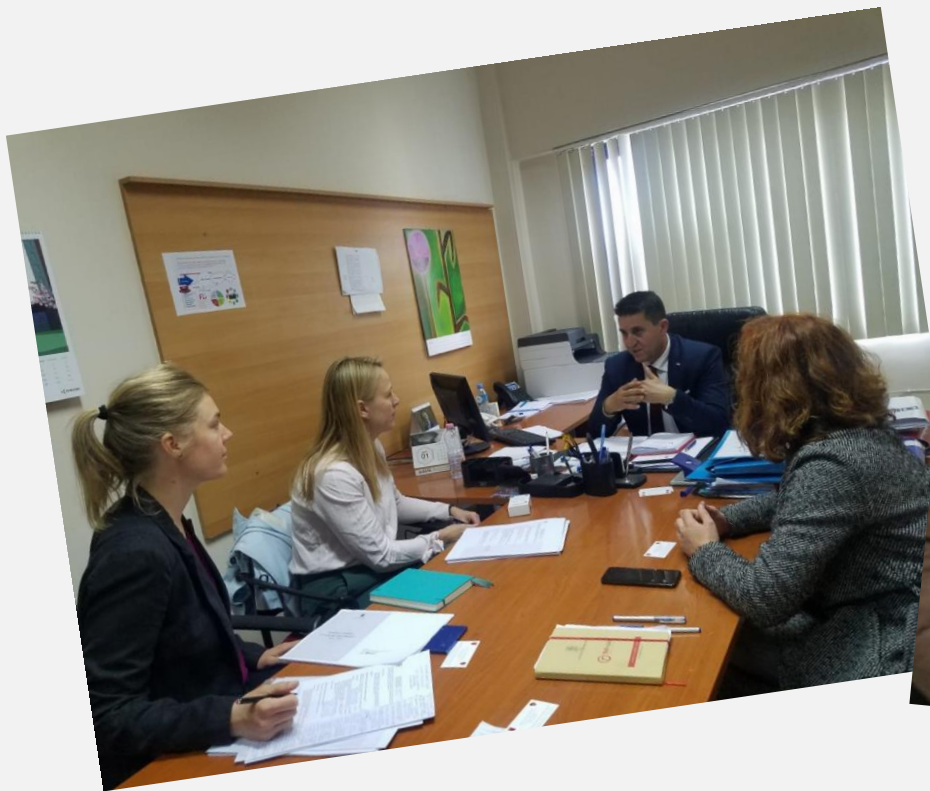
## How does our usual work look like?

- Project planning missions and needs assessments
- Designing a project proposal and rounds of consultations with project countries, definition of outcomes and outputs, logframes, timelines, budgets, modalities of cooperation
- Implementation: hiring local implementing partner, physical events and meetings, trainings, expert missions, study tours
- Monitoring: project coordinator missions, evaluations



# Planning and design of a project proposal

Planning missions are essential to meet stakeholders, collect and verify information, make gaps and need analysis, understand general country context, coordinate with Swiss embassy and other donors, hire local implementing partner



Source: Olga Allemann

## Implementation of projects

- Physical trainings by international experts
- Meetings, workshops, study tours, conferences
- Monitoring missions by project managers
- Evaluations



Source: IPI. Indonesia, Serbia, Ghana, Colombia, Serbia

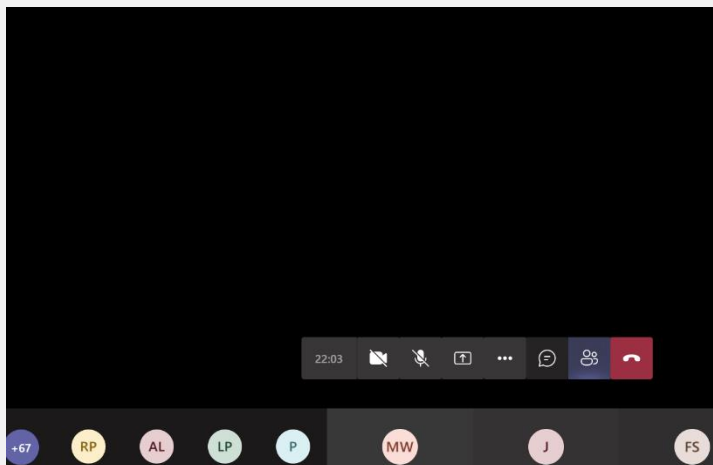


## What has changed with the pandemic?

- Travel restrictions!
- No physical missions
- Difficult to assess situation in the field
- Difficult to organize participative activities
- Technical and data protection challenges



Source: dreamstime.com



## Agile Project Management: Flexible, Proactive, Anticipative

- Shifting project implementation online
- Impact analysis of the pandemic
- New timelines and deliverables plan, new budget
- Identification of activities, that could be easier implemented online
- Redesign of activities, which cannot be implemented online
- Connect local and international consultants
- Project planning online – calculate more time!
- Improvement of digitalization process
- Constant monitoring of the situation and ongoing adjustment of implementation
- Reporting and communication to stakeholders and donors



Source: smallizdaily.com

## Possible online activities in addition to online trainings

- Upgrade of Webpage
- Producing videos on project results
- Social media promotion
- Helping with logistics during pandemic



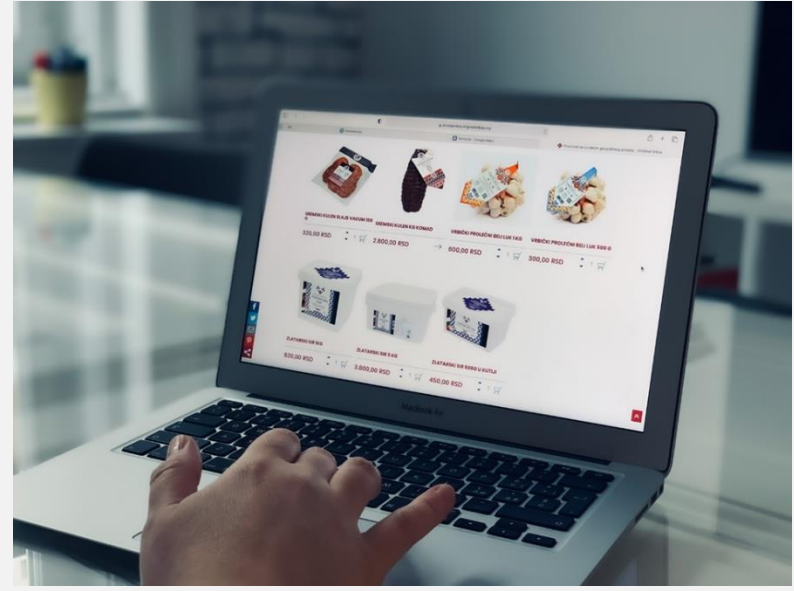
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### SOCIAL MEDIA

During 2020 Original Srbija started to use social media platforms Facebook and Instagram for active promotion. During this one year scope, Original gained **more than 1.500 followers on Facebook and 2.800 followers on Instagram** platform, achieving a total reach of 307k people on Facebook (unique users who interacted with Original during the last year) and 124k users of Instagram platform.



Source: IPI





## What is going well?

- Online implementation is possible!
- Online trainings have potentially a larger reach than physical trainings
- Online trainings allow access to a bigger number of participants
- Less traveling reduces carbon emissions
- Availability of experts

## So from now on will we only implement projects virtually?

- No - because virtual implementation has its limits!
- Personal visits are necessary to understand the project country
- Challenge of building trustful relationship with stakeholders
- Virtual trainings reach more participants → but: what did they learn?
- In-depth, sensitive, participative discussions do not work well virtually
- Please, not another zoom meeting!
- Technical challenges: poor connection, equipment, tools, etc.

## Technical Assistance in post COVID world?

- **General acceptance of webinars as a training tool**
- Digitalisation in development cooperation: improvement in the project management, new ways of activity implementation, use of global expert network
- New communication tools for awareness raising activities
- Increased justifications for the country missions for the project management
  
- **Physical events are still important and will remain!**
- Networking does not function online
- Trust and partnerships need to be established in physical meetings

# Thank you for your attention

Questions? Comments?

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