

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

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### **POSSIBLE IMPROVEMENTS OF WIPO TECHNICAL ASSISTANCE WEBPAGE**

*Document prepared by the Secretariat*

1. The present document addresses the request by the Committee on Development and Intellectual Property (CDIP) for the Secretariat “to reflect and report on possible improvements of WIPO’s webpage section devoted to communicating WIPO’s activities on technical assistance”. The above request was made in the context of the Committee’s decision on the External Review of the WIPO Technical Assistance contained in paragraph 6, Appendix I, of the Summary by the Chair of CDIP/17.
2. The present WIPO website was developed in 2013 with the view to responding to the new strategic policy and operational directions introduced in the Organization. The information architecture of the new website is based upon five major headings, namely, “IP Services”, “Policy”, “Cooperation”, “Reference”, “About IP” and “Inside WIPO”.
3. This structure, which was developed with the help of some of the best experts in the field at the global level, caters to the information needs of certain personas developed on the basis of the requirements of Member States, public-private stakeholders, the academic community, IP practitioners, development agencies, potential donors, civil society and the public at large. The personas represented: 1. Existing clients; 2. Potential clients; 3. Policy and Operational people; and 4. Information seekers. The website was also made responsive (automatically adaptive) to various devices and browsers.
4. In this architecture, the focus is on ease of navigation, accessibility rather than mirroring the Organizational structure of WIPO. The information is available on the basis of context which in some cases means that the same webpages can be accessed from different areas.

5. Under this architecture, most of the information related to what can be considered as Technical Assistance and Capacity Building resides under the heading of “Cooperation”, with three sub-headings namely, “Development”, “Global Cooperation” and “Cooperation With”. The following is a brief description of the information available under this heading:

Cooperation => Development

- (i) Development Agenda – provides information on the implementation of the DA recommendations, including those related to Cluster A on Technical Assistance and Capacity Building.
- (ii) Support to Operations of IP Offices – provides a description and detailed listing of available “Business software solutions for IP offices”. This section also describes the “Project management and methodology” followed, and highlights the principles that govern WIPO’s assistance in this field.
- (iii) Capacity Building – includes activities that are inherent to Technical Assistance, such as training in legal, technical and practical aspects of IP. It also contains a list of the WIPO Academy programs.
- (iv) Legislative & Policy Advice – highlights WIPO’s advice on the design of laws and on IP enforcement.
- (v) IP Strategies – provides information on WIPO’s assistance in and methodology for the development of national IP strategies.

Cooperation => Global Cooperation

- (i) IP Infrastructure – provides access to a number of databases that facilitate Technical Assistance as well as capacity building services such as business systems for IP offices.
- (ii) Building Respect for IP – describes WIPO’s work towards increased understanding and respect for IP, including “Raising awareness” activities.
- (iii) Multi-stakeholder Programs – provides links to the three platforms WIPO GREEN, WIPO Re:Search and the “Accessible Books Consortium (ABC)”.

Cooperation => Cooperation With

- (i) Countries & Regions – provides an overview of WIPO’s cooperation with “individual countries, country groups, and regions”. It also provides links to WIPO Regional Bureaus in Africa, Arab countries, Asia and the Pacific, Latin America and the Caribbean but also WIPO’s Division for Least Developed Countries, Department for Transition and Developed Countries and South-South Cooperation.

6. As stated above, most of the information that might be of interest to individuals and entities looking for information related to Technical Assistance and Capacity Building is available under the heading “Cooperation”. However, as a number of other Programs and Sectors also provide assistance to Member States, the information under the heading “Cooperation” alone does not provide a comprehensive picture. The following is some of the information that could be of potential interest to the stakeholders of Technical Assistance and Capacity Building:

#### Policy => IP and Other Policy Topics

(i) Several sections under this sub-heading contain information that might pertain to Technical Assistance and Capacity Building, such as seminars and workshops within the context of *inter alia* “Traditional Knowledge”, “Economics” and “Competition Policy”. Under the sections “Global Health” and “Climate Change”, access is provided to the platforms WIPO GREEN and WIPO Re:Search. The section “IP Policies for Universities and Research Institutions” provides information on “Awareness raising” activities, “Capacity building” and a “Database on IP policies”.

#### Reference => multiple sub-headings

(i) Several databases are listed under this heading including the “PATENTSCOPE” which provides access to patent documents of participating national and regional patent offices, the “Global Brand Database”, the “Global Design Database” and “WIPO Lex” – a database of national IP laws and treaties. The information given in the section “Standards (WIPO Handbook)” assists IP offices to work more efficiently and harmoniously and simplifies international cooperation. The “WIPO Pearl” portal under “Terminology” is another tool facilitating technical assistance by promoting “accurate and consistent use of terms across different languages”.

#### About IP => Intellectual Property

(i) The sections under this sub-heading contains general information about “Copyright”, “Patents”, “Trademarks”, “Industrial Designs” and “Geographical Indications”.

#### About IP => Training

(i) The sections under this sub-heading provide information about “WIPO Academy” and “Workshops and Seminars”.

#### About IP => Raising Awareness

(i) The sections under this sub-heading provide information about the “World IP Days”, “WIPO Magazine”, “WIPO Awards”, “Outreach campaigns” and “Women in IP”.

7. Based on the above findings, it could be concluded that WIPO’s Technical Assistance and Capacity Building activities are embedded across the web presence of the Organization and are available for users from different points of access. The following conclusions could be drawn from the above:

(a) As the information related to Technical Assistance and Capacity Building is spread across, some users might find it difficult to navigate through each section and to get a holistic view of the work undertaken by WIPO.

(b) While in some sections the work on Technical Assistance and Capacity Building is particularly highlighted, it is less visible in other sections. In some cases, Technical Assistance related work is not presented in a separate space or with a separate title.

(c) Development Agenda projects related to Technical Assistance and Capacity Building are embedded in the content of the DA webpage, or in other sections of the WIPO website. Hence users may not be able to distinguish the outputs of DA projects related to Technical Assistance and Capacity Building from the outputs of other DA projects.

8. In view of the foregoing, the Secretariat proposes the following:
- (a) As a matter of principle, any measures to improve accessibility of information related to Technical Assistance and Capacity Building should not drastically modify the existing, well-functioning web presence of WIPO.
  - (b) The thematic nature of the web-architecture that avoids a mere mirroring of the organizational structure of WIPO should be preserved. This will, *inter alia*, ensure the existing functional updating mechanism for the various webpages.
  - (c) A new section entitled “Technical Assistance and Capacity Building” should be created under the main heading “Cooperation”, sub-heading “Development”, encapsulating all WIPO Technical Assistance activities. This should be done by providing linkages to the relevant sections across the Organization’s website rather than duplicating information.
  - (d) The section should cluster Technical Assistance and Capacity Building activities based upon eight categories which will contain the information already included under the existing sections. These categories are indicative in nature and will be subject to further refinement by the Secretariat at a later stage in the process.
    - (i) Development Agenda;
    - (ii) IP Training;
    - (iii) Legislative and Policy Advice;
    - (iv) Support for IP Offices;
    - (v) IP Strategies;
    - (vi) Platforms and Databases;
    - (vii) Seminars and Workshops; and
    - (viii) Raising Awareness.

9. By concentrating all the relevant information on WIPO’s activities on Technical Assistance and Capacity Building, the webpage will provide users an easier and faster access to relevant information. It will provide Member States, public-private stakeholders, the academic community, IP practitioners, development agencies, potential donors, civil society and the public at large with a single point of entry to information related to WIPO Technical Assistance and Capacity Building.

10. *The CDIP is invited to consider the content of this document.*

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