

# Impact Oriented Technical Assistance and Capacity Building: Factors for Success and Lessons Learned

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**i** April 11, 2024

# Our Vision

**A world where innovation and creativity from anywhere is supported by intellectual property, for the good of everyone**



## What does this mean?

**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.**



Reach out worldwide to explain the potential for IP to improve the lives of everyone, everywhere



Bring people together and partner with stakeholders to shape the future of the global IP system



Provide high quality IP services, knowledge and data that deliver value to users around the world



Support govt., enterprises, communities, and individuals to use IP as a tool for growth and sustainable development



# Main Approaches

to bring IP for everyone,  
everywhere



1

## PROJECTS

Delivering the power of IP through impact-driven projects to underserved communities, including, women, youth, SMEs, artisans, migrants, persons with disabilities, etc.

2

## HIGH-LEVEL REGIONAL ENGAGEMENTS

Engagements within various regional frameworks, to support innovation ecosystem in line with regional particularities and priorities.

3

## THEMATIC AREAS / TARGETED SECTORS

Pay closer attention to broader thematic issues for example: IP for Her, IP and agrobusiness industry, IP and Tourism, IP and Sports, IP and Crafts, IP and STEM, IP and Video Games, IP for Local Communities.

4

## SKILLS BUILDING BEYOND SPECIALISTS

Expansion to IP users beyond the traditional focus on IP practitioners through WIPO Academy

# Impactful Projects on the ground

Within the Regional and National Development Sector (RNDS), impactful projects are delivered mainly through four channels

## 01 DA Projects - CDIP

Projects to implement the DA which are often mainstreamed into the regular work of the organization e.g. IPTIs, TISCs

## 02 Regional Divisions and EOs

Gateways for all mainstreamed capacity building programs and all other technical cooperation with MS

## 03 Build Back Fund

Impact-driven support to address country-specific needs and priorities during unforeseen global shocks (i.e. pandemic)

## 04 RNDS Projects Team

Targeted, time-bound, impact-oriented projects emanating from high-level bilateral engagements

# High-Level Regional Engagements

- Addressing Regional Particularities
- Supporting Regional Priorities
- Developing new methodologies for engagement

## Latin America

- WIPO Regional Meeting of Heads of Latin American IP Offices

## The Caribbean

- WIPO Ministerial Level Meeting for Caribbean Countries,
- Meetings of Heads of IP Offices for Caribbean Countries

## ASEAN

- WIPO engagement with ASEAN Economic Ministers Meetings
- ASEAN Working Group on IP Cooperation

## Africa

- WIPO collaborations with OAPI
- WIPO collaborations and engagements with ARIPO
- WIPO collaborations with COMESA
- WIPO collaborations within the framework SADC

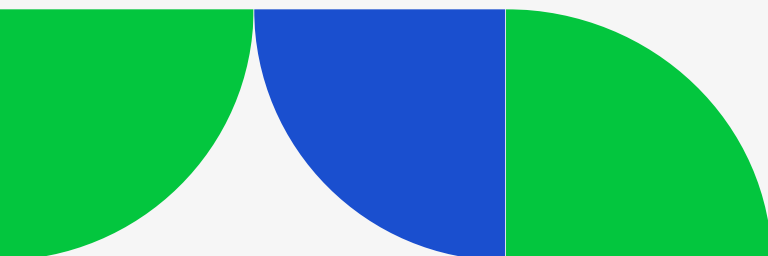
## Pacific

- WIPO participation in the High-Level Meetings of the Pacific Islands Forum



# Reaching Wider

## Thematic Areas and Targeted Sectors



### Women , i.e.:

- IP for Women in Agribusiness in **Africa**
- IP for Women in STEM in **Latin America**
- IP for Women Entrepreneurs from Local Communities in the **CEBS Region**
- Use of IP tools by Women Entrepreneurs in **Bangladesh** (LDC)

### Local and Indigenous Communities, i.e.:

- IP for Traditional Medicine Practitioners in **Botswana**
- IP for Quilombola Women in **Brazil**

### Artisans and Crafts, i.e.:

- IP for Thuya Artisans in **Morocco**
- IP for Women Artisans in **Tunisia**
- IP for Bali Craft and Bali Spa in **Indonesia**

### Youth

- IP for Young Entrepreneurs in **Cabo Verde**
- IP for Young Designers in **Brazil and Chile**

### Piloting other Areas

- IP and Sports in **St. Kitts and Nevis and Trinidad & Tobago**
- IP for Techno Parks in the **CACEEC Region and Turkey**
- IP in support for persons with disabilities in **Mexico**
- IP for Young Migrants in **Ecuador and Peru**

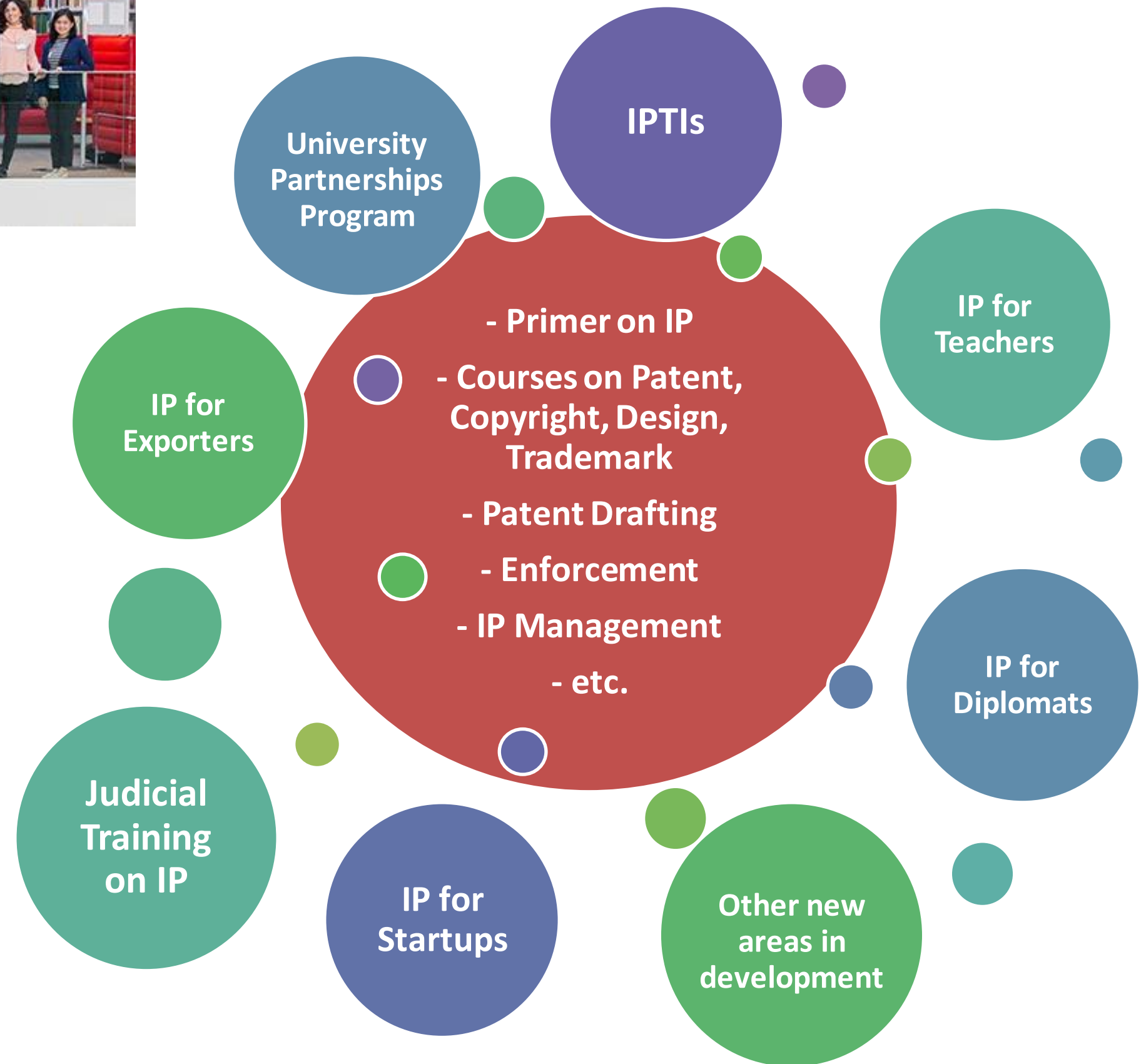


# Skills Building

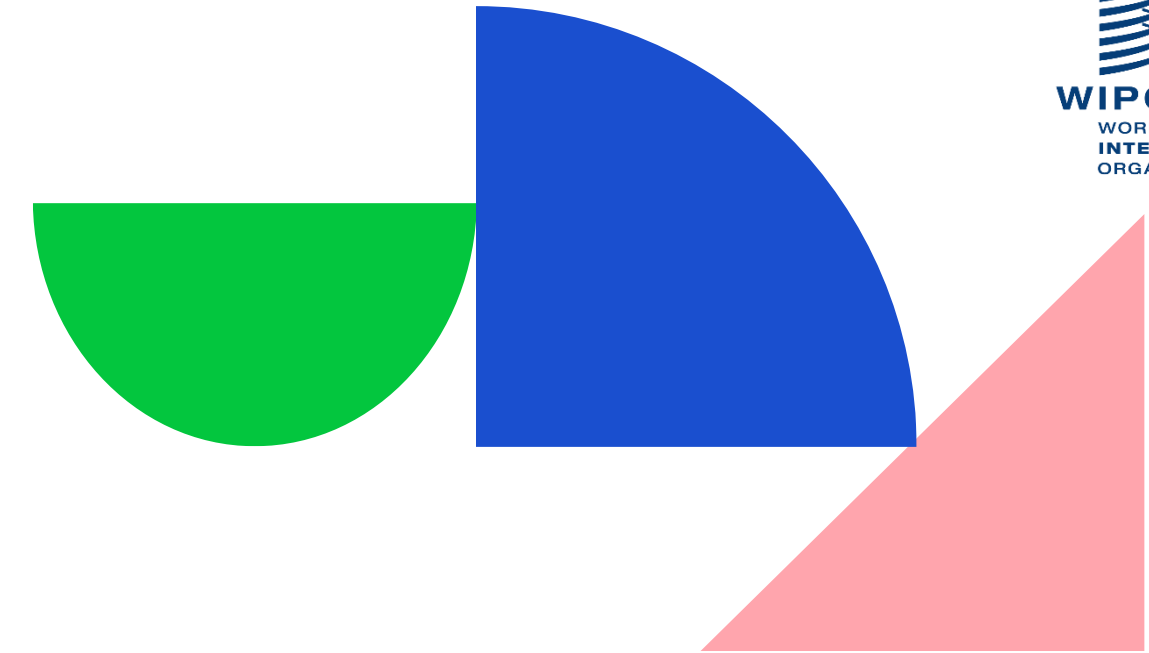
## Beyond specialists

Developing Skills beyond IP professionals

→ Unlock the power of IP to reach out to more IP users



# Factors for Success and Lessons Learned



1

## From Local to Global

- Piloting and exploring **new areas, new partners, new stakeholders, new methodologies** to expand catalogue of TA and capacity building activities to be mainstreamed.
- Integrating **scalability strategy** of activities (e.g. project) should be **considered from the outset** for wider positive change
- **Ensure the Engagement of local strategic partners:** ensures that the program is relevant for the broader innovation ecosystem, including through new modalities (hackathon, mentoring, problem-solving approach).

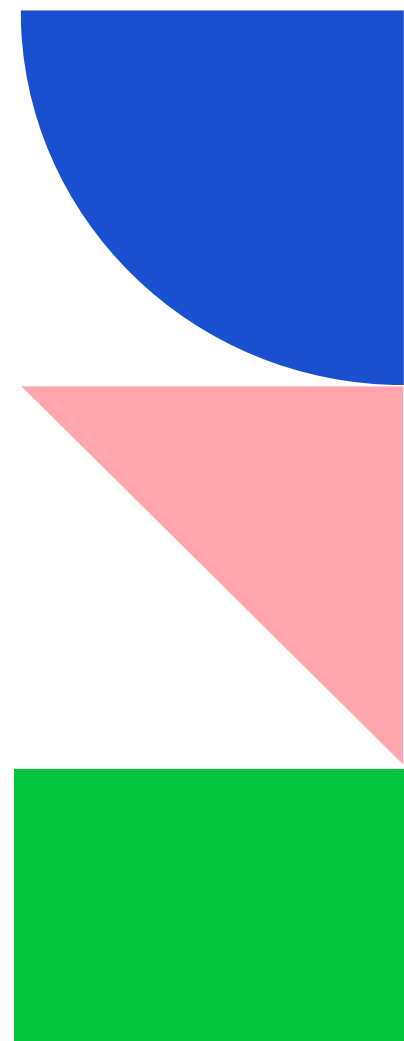
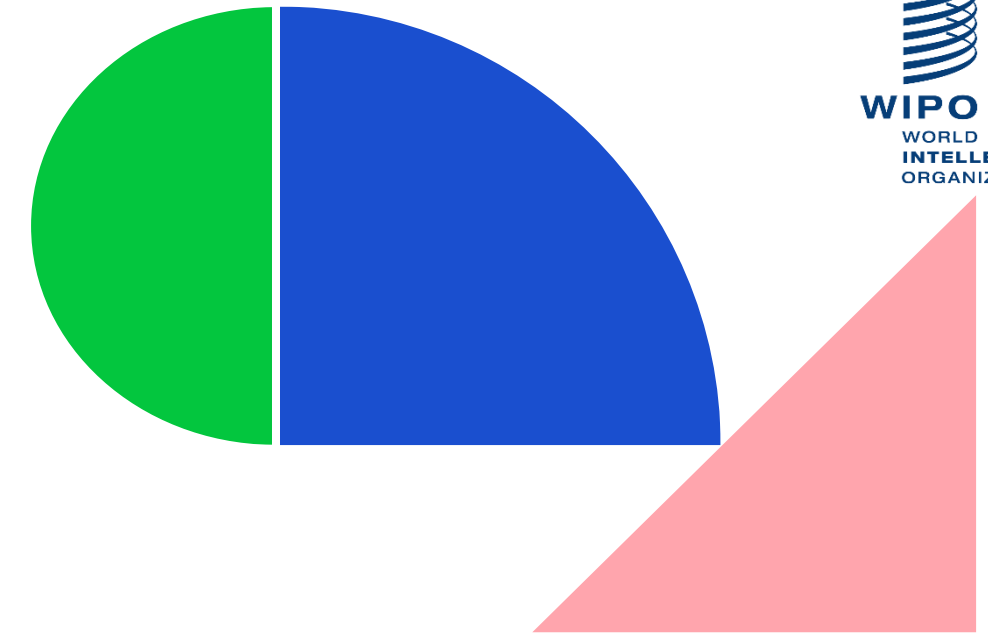
2

## From Project to Program

Support the transformation of successful projects into ongoing national programs, **fostering sustainability** (through new partnerships, development of training manuals, identifying policy recommendations etc )



# Factors for Success and Lessons Learned



3

## Effective Communication and Outreach Strategies

- **High-Level Buy-In**: Securing government commitment at a high level fosters a sense of ownership and facilitates the onboarding process for project implementation.
- Clear **communication and outreach strategies** are crucial for ensuring program buy-in and dissemination of results (project videos, posts, infographics, etc)

4

## Agile, Flexible, Targeted, and Measured

- **Avoid a "one-size-fits-all" approach** and ensures tailored solutions to address specific local needs and priorities (needs-based approach).
- Maintaining **agility and flexibility** during project delivery allows for adjustments to address unforeseen challenges (need for constant dialogue with national project team)



Obrigada

شكراً

Thank You

Merci

Спасибо

Muchas Gracias

谢谢