E

Committee on Development and Intellectual Property (CDIP)

Twenty-Sixth Session
Geneva, July 26 to 30, 2021

FUTURE WEBINARS

Prepared by the Secretariat

1.   The Committee on Development and Intellectual Property (CDIP) at its twenty-fifth session, held from November 9 to 13, 2020, while discussing the Report on the Webinars on Technical Assistance (CDIP/25/3) and the Evaluation Report of WIPO Webinars on Technical Assistance (CDIP/25/4), took the following decision contained in paragraph 7 of the Summary by the Chair:

> "*the CDIP Secretariat should continue holding webinars, bearing in mind the recommendations provided in document CDIP/25/4 and the comments made by Member States*"

2.   Under the agenda item "Future Work", the twenty-fifth session of the CDIP agreed that the Secretariat would present a document to its next session in order to seek Member States' guidance on the strategy for delivering future webinars.

3.   This document contains the Secretariat's proposed strategy for the organization of future webinars. Two options are presented on the process for the selection of topics and other aspects.

I. PRINCIPLES GUIDING FUTURE WEBINARS

4.   It is proposed that the organization of future webinars be guided by the following principles, which stem from the views and recommendations of the Evaluator, the feedback received from Member States during the discussion of documents CDIP/25/3 and CDIP/25/4 at the twenty-fifth

session of the CDIP, and the Secretariat's own experience during the pilot phase of the webinars:

i. **Greater involvement of Member States**. Member States should actively participate in the webinars, including in defining their objectives, selecting the topics, and promoting the events among the target audience within their territories.

ii. **Tailored to needs and interests**. Each webinar should be dedicated to a particular region and/or conducted in a different language, in order to tailor the events to the different needs and interests of Member States. Should a particular topic be of interest to a wider audience, a webinar could be held for more than one region and/or in different languages.

iii. **Progressive approach and broadened scope**. The topics of webinars should follow a progressive approach, with each one building on the information shared and the discussion held in the previous ones. The scope of topics should be widened beyond the delivery of technical assistance to avoid becoming redundant.

iv. **Adequate allocation of time and resources**. The number and frequency of webinars should be realistic so that they are aligned to the availability of human and financial resources devoted to their organization and promotion. In principle, no more than six webinars should be held per year.

v. **Complementary nature**. The webinars should be complementary to in-country activities of the Organization. The Development Agenda Coordination Division (DACD) should strive to avoid duplicating the work of other areas of WIPO, by finding synergies and collaborating with relevant areas.

vi. **Enhanced engagement with the audience.** The network of participants should be strengthened by using the dedicated web page to webinars on technical assistance as knowledge-sharing platform.

II. STRATEGY FOR FUTURE WEBINARS

A. PROCESS FOR THE SELECTION OF TOPICS

5.   In the following, two possible options are proposed for consideration of the Committee on how the selection of topics for the webinars could be undertaken.

Option I: Upon Member States' Request

6.   In order to ensure that the webinars are Member-State driven and tailored to the needs and interests of each region, they would be held upon the request of Member States. During the second half of every year, the Secretariat would invite Member States to submit their requests for webinars for the following year.

7.   A group of Member States or any individual Member State would submit their requests to the Secretariat through the Regional Group Coordinators. The proposals might include either one webinar or a series of them, following a progressive approach. The requests should indicate the objectives of the proposed webinar(s), the target audience(s), the topic(s), and the language(s).

8.   Once the requests are received, the Secretariat would analyze them and decide on the topics of the webinars for the following year, as well as their distribution by region/language. Where needed, the Secretariat may request clarifications from the proposing Member State(s).

9.   The Secretariat would strive to accommodate all proposals of Member States, to the extent that this is possible in light of the requests received and the available human and financial resources. If there are too many requests, the selection would be done by giving priority to topics falling under the scope described below, while ensuring that there is at least one webinar for each proposing region.

10. A roster of topics would be published on the web page dedicated to webinars on technical assistance, indicating the webinars already held, the ones scheduled to be held, as well as other proposals that would be kept in the pipeline. This roster could be used by Member States as a basis for webinar proposals in subsequent years.

11. The Secretariat would then launch the organization of each webinar, by identifying the internal or external expert who would deliver it and making the necessary logistical arrangements.

12. After each webinar, the Secretariat would collect feedback from the expert and participants, including suggestions for future topics. This information would be available for the benefit of Member States wishing to make new proposals on the web page dedicated to webinars on technical assistance, together with other relevant information (see section E below).

Option II: Based on the Secretariat's Proposal

13. Every year, during the second half, the Secretariat would share with Member States, through Regional Group Coordinators, a list of proposed topics for webinars for the following year, indicating the objective(s) and target audience(s).

14. Regional Group Coordinators would then be invited to inform the Secretariat if their Group is interested in holding a webinar on any of the proposed topics or it would prefer to submit an alternative proposal.

15. Once the Secretariat has received the responses from Regional Group Coordinators, the final list of webinar topics of the following year would be prepared, indicating the distribution by language(s) / region(s). A roster of topics would be published on the web page dedicated to webinars on technical assistance, indicating the webinars already held, the ones scheduled to be held, as well as other proposals that would be kept in the pipeline. This roster might be used as a basis for proposals for webinars in subsequent years.

16. The Secretariat would then launch the organization of each webinar, by identifying the internal or external expert who would deliver it and making the necessary logistical arrangements.

17. After each webinar, the Secretariat would collect feedback from the expert and participants, including suggestions for future topics. The Secretariat would analyze the suggestions and add to the abovementioned roster, the topics relevant to the scope and objectives of the webinars. The roster would be available on the web page dedicated to webinars on technical assistance, together with other relevant information (see section E below).

B.   SCOPE

18. As highlighted in the Evaluation Report and recalled in the principles outlined above, the scope of future webinars should be broadened so as to cover topics beyond the delivery of technical assistance, since there are limits as to the level and amount of discussions that this topic can generate. The content of the webinars, however, should remain relevant to the CDIP mandate and the Development Agenda (DA).

19. As a means of example, the areas below could be explored in future webinars:

(a) Preparatory discussions for the upcoming International Conferences on IP and Development, in order to complement the discussions and increase their visibility. Webinars could be organized in the lead up to a conference to discuss issues pertaining to related themes. The outcomes of these discussions would inform the subsequent conference by, for instance, sharing the video-recording of the webinars with registered participants of the conference, or sharing the feedback of the webinars' participants with the conference's speakers.

(b) Discussion on topics that feed into the debates under the Committee's agenda item "IP and Development". These sessions could be held (i) before the CDIP session, with a view to enriching the discussions and facilitating Member States' preparation of the subject matter; and/or (ii) after the CDIP session, in order to follow up on the exchanges and ensure that they remain meaningful. The roster of topics on IP and Development is available at the DA webpage and updated regularly.

(c) Briefings and presentations of DA projects and their outputs, in order to increase their visibility and disseminate the studies and other tools produced in the framework of DA projects among relevant stakeholders. The briefings would be delivered by relevant WIPO staff, experts who participated in the projects, or Member States representatives wishing to share their experience and lessons learnt.

(d) Discussions on ideas of possible future activities or DA project proposals to further implement the DA Recommendations. Member States could use this forum as a platform to informally discuss their proposals, seeking the views and comments of other Member States, experts, and/or WIPO staff to refine them before they are presented to the CDIP. The preparation process of proposals of projects and activities could hence be enhanced by following this collaborative approach.

(e) Exchanges on ideas for new WIPO's technical assistance and capacity building activities, such as assistance on SDGs, or possible enhancements of current ones. These discussions could inform future activities of the Organization in the area of cooperation for development.

(f) Sharing sessions on lessons learnt and best practices of developing countries in tailoring the IP system to their developing needs. Member States could use this platform to exchange their experience in adopting IP-related policies and initiatives that respond to their needs and interests in terms of socio, economic, and human development.

(g) Discussions on new challenges encountered by Member States in the sphere of IP, with a view to exploring how the DA can be of help and, in particular, how the implementation of the DA Recommendations should evolve in order to remain relevant and useful in responding to those new challenges.

20. As mentioned above, where possible the choice of topics would follow a progressive approach, with each one building on the information shared and the discussion held in the

previous ones. For instance, should a webinar be held on completed DA Projects, the following one could address ideas for future DA projects on similar topics. Evidently, once a particular topic has been sufficiently explored, a new series of webinars independent of the previous one would be launched.

C. PLATFORM AND STRUCTURE

21. The webinars will be organized by the DACD in close coordination with the relevant Divisions / Sectors in WIPO, *inter alia*: other Divisions within the Regional and National Development Sector, WIPO External Offices, the Information and Digital Outreach Division, the Information and Communication Technology Department, and the News and Media Division.

22. The webinars will be held via the software used by WIPO for this type of activity.

23. Provided that technical requirements permit, the webinars will be held live, following the same basic structure: presentation by an expert, followed by question and answer (Q&A) session. Alternatively, the presentation would be pre-recorded and shared with participants, following which a live Q&A session would be held.

D. PROMOTION

24. In order to ensure high visibility and maximize participation, the promotion efforts will be shared by the Secretariat and the relevant Member States. As a first step, the target audience will be identified during the planning phase of the webinars, in accordance with the objectives sought and the topic selected. This exercise will be done by the proposing Member State(s) in case of option I above, or by the Secretariat in case of option II. Irrespective of the option, once the organization of each webinar has been launched, the Secretariat and the relevant Member State(s) will work together with a view to defining the target audience in detail, as well as deciding on the necessary promotion strategy for each group of potential participants.

25. The event will be promoted both by WIPO and Member States through communications via email, web pages of relevant institutions (WIPO, IP Offices, etc.), and social media. The participants from previous webinars will receive information on subsequent ones, in order to build and reinforce the network of attendees.

E. FOLLOW-UP

26. After each webinar, the video-recording, the slide deck, and a brief summary will be made available on the existing web page dedicated to webinars on technical assistance. This web page will be also used as knowledge-sharing platform, where the Secretariat will post the responses to questions which might have been left unanswered during the webinars due to time constraints.

27. The Secretariat will report annually to the CDIP on the webinars undertaken in the context of the existing reporting instruments (e.g. DG Report, Progress Reports).

F. RESOURCE REQUIREMENTS

28. Additional human resources may be necessary depending on the workload of the DACD. As in the pilot phase of the webinars, other expenses would relate to the hiring of external experts for the delivery of the webinars and conference costs.

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

[End of document]