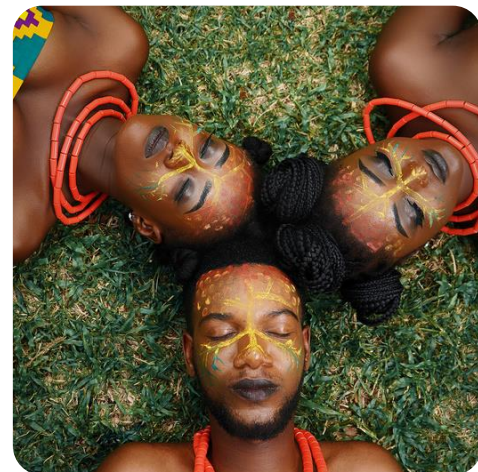




# CDIP/30 - IP and Development

## IP and Youth: Investing in the Future



# Introduction and General overview

WIPO recognizes the importance of engaging with youth in order to foster a culture of innovation and creativity. The WIPO youth engagement agenda aims to introduce young people to intellectual property (IP) concepts and encourage them to respect and protect IP rights.

WIPO seeks to nurture a new generation of creators and innovators who understand the value of respecting IP rights and can contribute to the growth of the global knowledge economy. We do this through interactive activities, educational materials, and outreach programs.

We aim to continue rolling out high-impact and value-adding projects and initiatives for young people, in collaboration with key strategic partners and stakeholders, to inspire and empower the next generation of creators and innovators.



# Approaches to Youth Engagement in IP

IP-related learning can take place through non-conventional and non-formal approaches.

Rather than directly relaying information to youth audiences about the benefits of IP and entrepreneurship in their lives, you can do so through fun activities.

Each of the events hosted in 2022 had an element of fun and entertainment. For instance, the International Youth Day virtual event featured some spoken word poetry, the Youth Movie Night featured a series of films and the Youth Art and Innovation Fair featured various interactive exhibitions of scientific, technological and artistic works of young people across the world.

Each of the activities stimulated thought, informed and entertained. This kind of approach, to the extent that it offers participants the opportunity to do something that is attractive to them, can be highly effective to impart substantive IP knowledge to young people.



# What We Do.

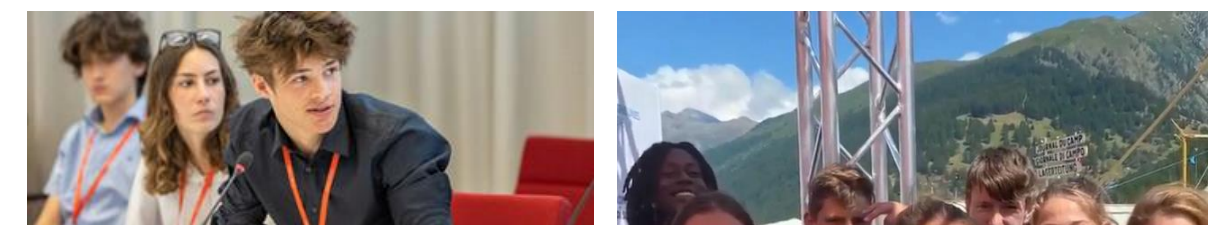


## 1. Capacity Building



## 2. Awareness raising activities

## 3. Projects and initiatives



# What We Do.



# 1. Capacity Building



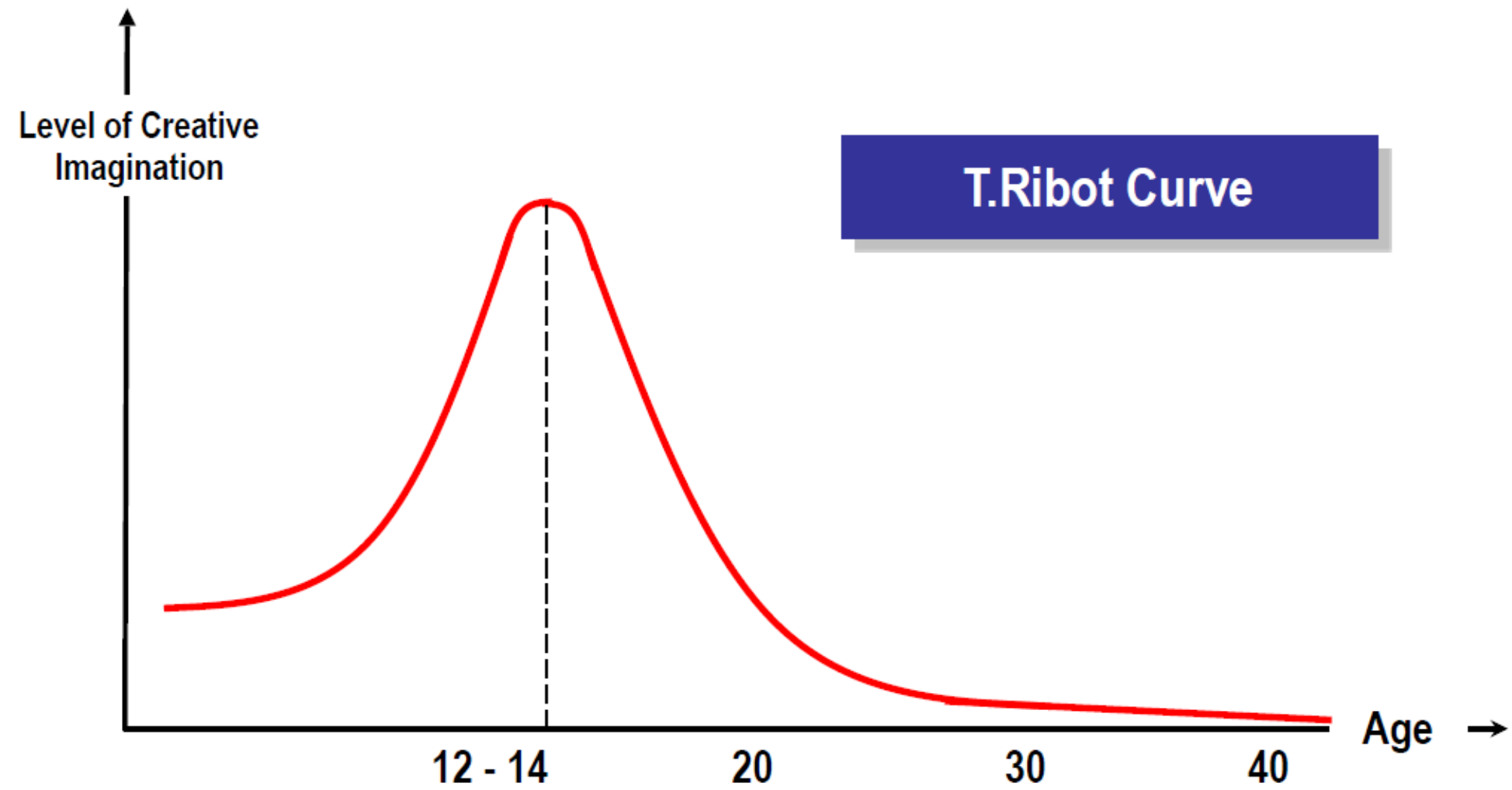
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# **WIPO Academy**

**Creativity and IP education  
for the youth services:  
Milestones and current plans**



# Creativity at all ages?



T.Ribot Curve

# Milestones... Since 2004

**2004**

◦ IP office support to assess the knowledge of IP in schools  
(starting with China)

**2005**

◦ Outreach programs for schools

**2006-2010**

◦ Interdisciplinary approach to IP teaching to **university students**

**2011-2013**

◦ Gamification and eLearning opened new opportunities

*"By teaching a student, you teach the whole family"*





# Milestones... Since 2004

## 2016-2020

- IP IMPACT – annual creativity and IP education support for teachers in STEM **organized with KIPA-KIPO for Africa, Arab Region, Asia and the Pacific, CEBs and LAC**
- Launch of IP4Youth&Teachers Service at the CDIP
- Collaboration with **British Council Creative Spark Higher Education Enterprise Programme**

## 2020-2022

- Roundtables on International Copyright Education: IP and Creativity for the Youth **organized with the United States of America - US Copyright Office**
- IP and creativity education support for teachers in **Japan**
- WIPO IP Youth Ambassadors (**Georgia, Oman, Peru, Romania and Viet Nam**)

## 2022

- First creativity and inventiveness module delivered for youth camp via a webinar series (**Jordan**)
- IP4Youth&Teachers website and online resource and information hub updated
- Egypt** launches customized version of IP4Youth&Teachers

## 2023-2024

- Revamping and modernizing IP4Youth&Teachers by adding a new module focused on STEM
- Focus on national IP education strategies on creativity and IP education for the youth
- IP Clubs project with GCPS





# IP4 Youth & Teachers

- Gamified and age-appropriate content.
- Customizable for national use.
- Support for national curricula setters.
- A centralized hub for Member States to share experiences, curricula and resources developed for the youth.

# IP4Youth&Teachers Hub for Member States



contact: [ip4youth@wipo.int](mailto:ip4youth@wipo.int)

The screenshot shows a web browser window with the URL [welc.wipo.int/ipedu/joinus](http://welc.wipo.int/ipedu/joinus). The page contains a registration form with the following sections:

**Fill in the required details and submit the form to share your IP education experience.**  
All fields marked with \* are compulsory.

**Organization Details**

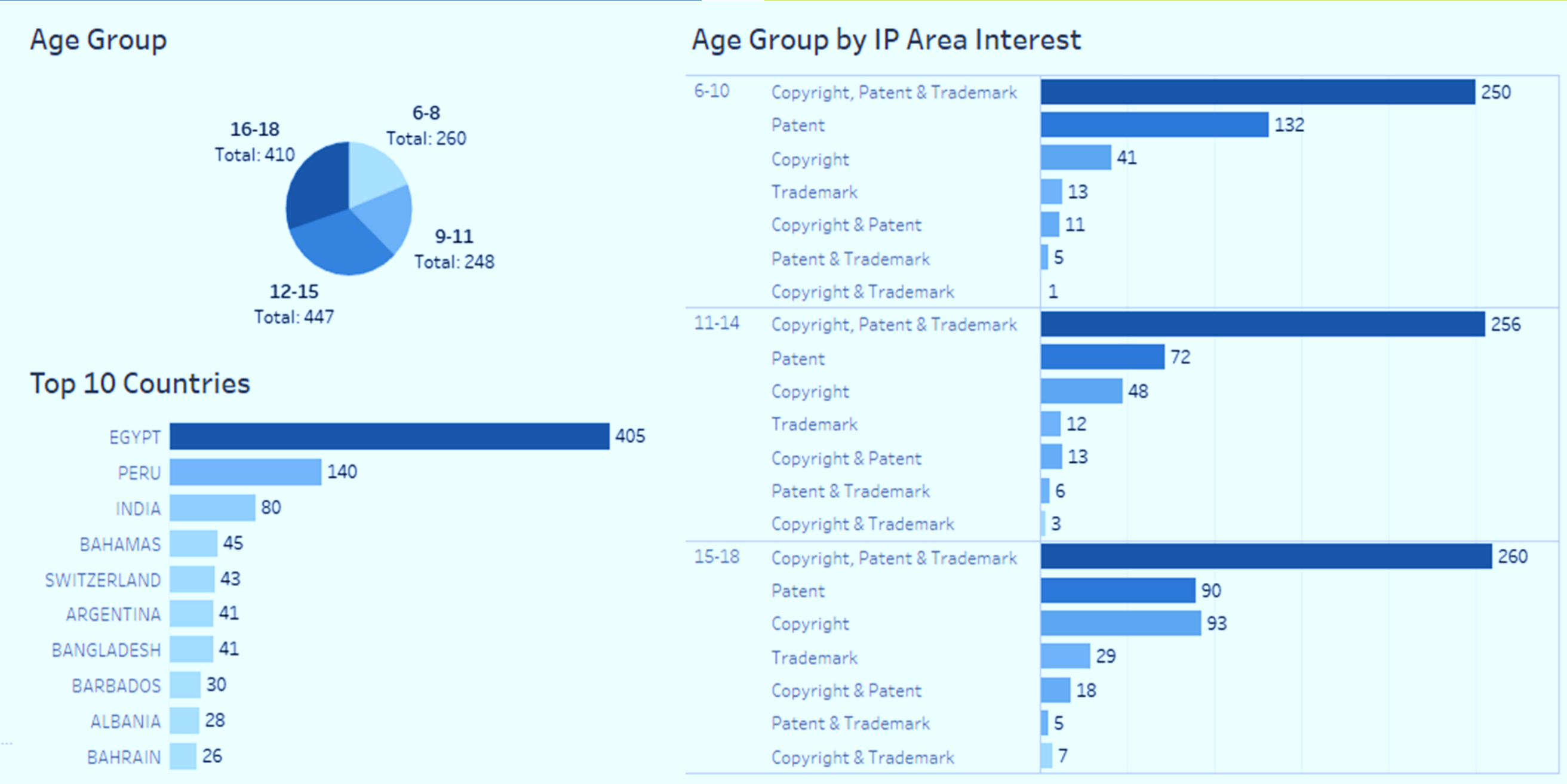
Organization name *	Organization website *
Address *	City *
ZIP code/Postal code	Country * Select
Phone number	Facsimile
Contact person's name *	Email*

**Resource Details**

Resource name / Title *	Resource Link *
-------------------------	-----------------

# IP4Youth&Teachers Participants (until 2022)

**1,350+ participants  
between the ages of  
6 to 18**



**2,500+ teachers participated in IP4Youth&Teachers and 300+ teachers have been trained in face-to-face-workshops in Arabic, English and Spanish.**

# IP4Youth&Teachers Topic Areas

*(New)*

Copyright	Patents	Trademarks	Creativity and inventiveness
Identification of learning objectives for the lesson on copyright	Identification of learning objectives for the lesson on patents	Identification of learning objectives for the lesson on trademarks	Identification of learning objectives for the lesson on creativity and inventiveness
Outline of the copyright lesson plan	Outline of the patents lesson plan	Outline of the trademarks lesson plan	Contradictions and ideal final results lesson plan
Gamified lesson on copyright (30 minutes)	Gamified lesson on patents (30 minutes)	Gamified lesson on trademarks (30 minutes)	Gamified lesson on creativity and inventiveness (30 minutes)
Teachers' tools for the copyright lesson (180 minutes)	Teachers' tools for the patents lesson (180 minutes)	Teachers' tools for the trademarks lesson (180 minutes)	Teachers' tools for the creativity and inventiveness lesson (180 minutes)
Copyright case study on a 15-year-old fantasy writer whose novels are read by millions of people worldwide	Patents case study on the inventor of Braille for the visually impaired	Trademarks case study on the Doctors without Borders (MSF) logo	Case study on the plate of the light house - elimination of the contradiction, systematic ideation
Copyright student activities	Patents student activities	Trademarks student activities	Contradictions and ideal final results
Copyright lesson assessment	Patents lesson assessment	Trademarks lesson assessment	Creativity and inventiveness lesson assessment
Teachers notes	Teachers notes	Teachers notes	Teachers notes

# The Theory of Inventive Problem Solving (TRIZ) – How to use creativity to solve problems?

- Practical and skills-building exercises for teachers and students;
- Enhancing the innovative capacity of young people (primary to tertiary school levels, in entrepreneurship STEM/STEAM programs in particular); and
- Tested and applied successfully in classroom teaching in Egypt, Japan, Jordan, Romania, South Africa and Zambia.

How to extract ice cubes from the tray?

U.S. Patent Nov. 3, 1998 Sheet 1 of 4 5,829,266

FIG. 1 (PRIOR ART)

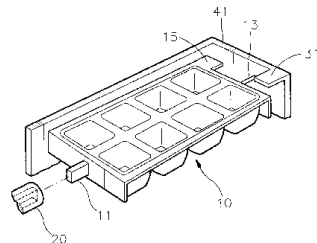
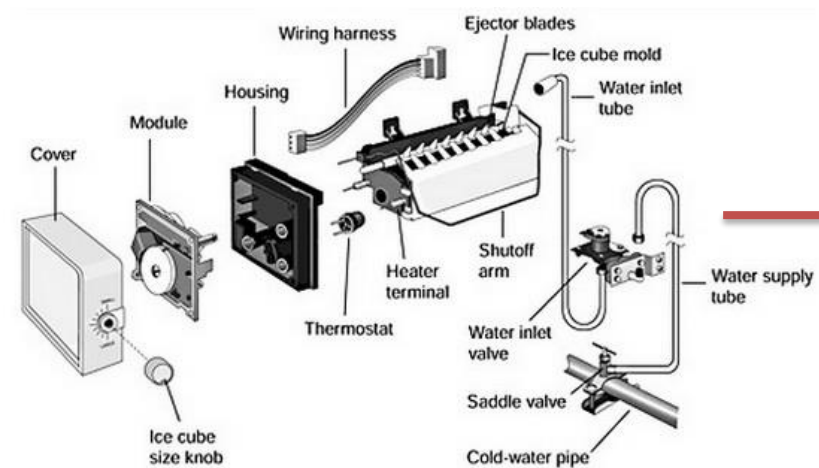
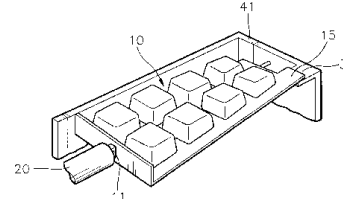


FIG. 2 (PRIOR ART)

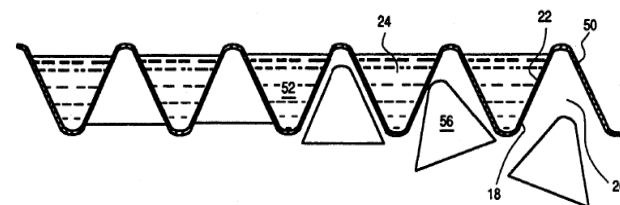


United States Patent [19]  
Trantina

[11] Patent Number: 5,425,248  
[45] Date of Patent: Jun. 20, 1995

[54] ICE MAKER SUBASSEMBLY FOR A REFRIGERATOR FREEZER

OTHER PUBLICATIONS



# Creativity and Inventiveness Course for STEM *(New)*



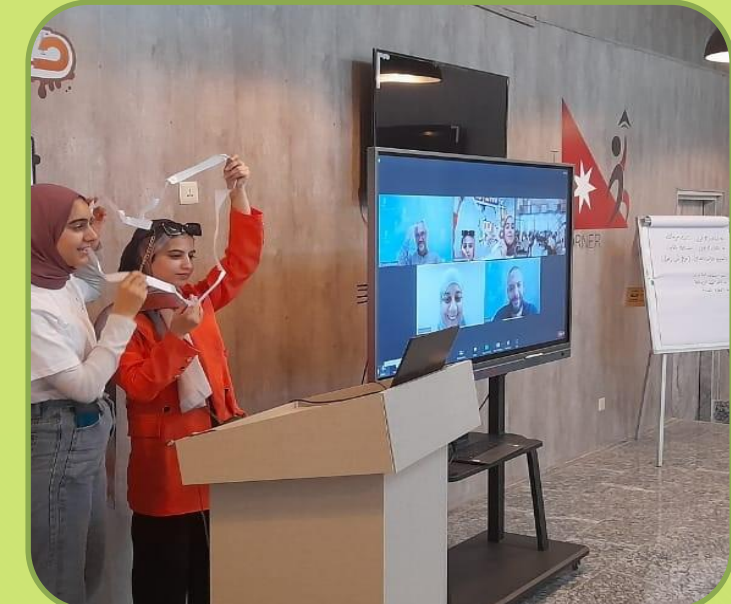
## Introductory unit

- Creativity, inventiveness, and IP in modern education
- Systematic creativity and inventiveness tools including some of the 40 TRIZ principles
- Teaching systematic creativity and IP



## Contradictions Unit

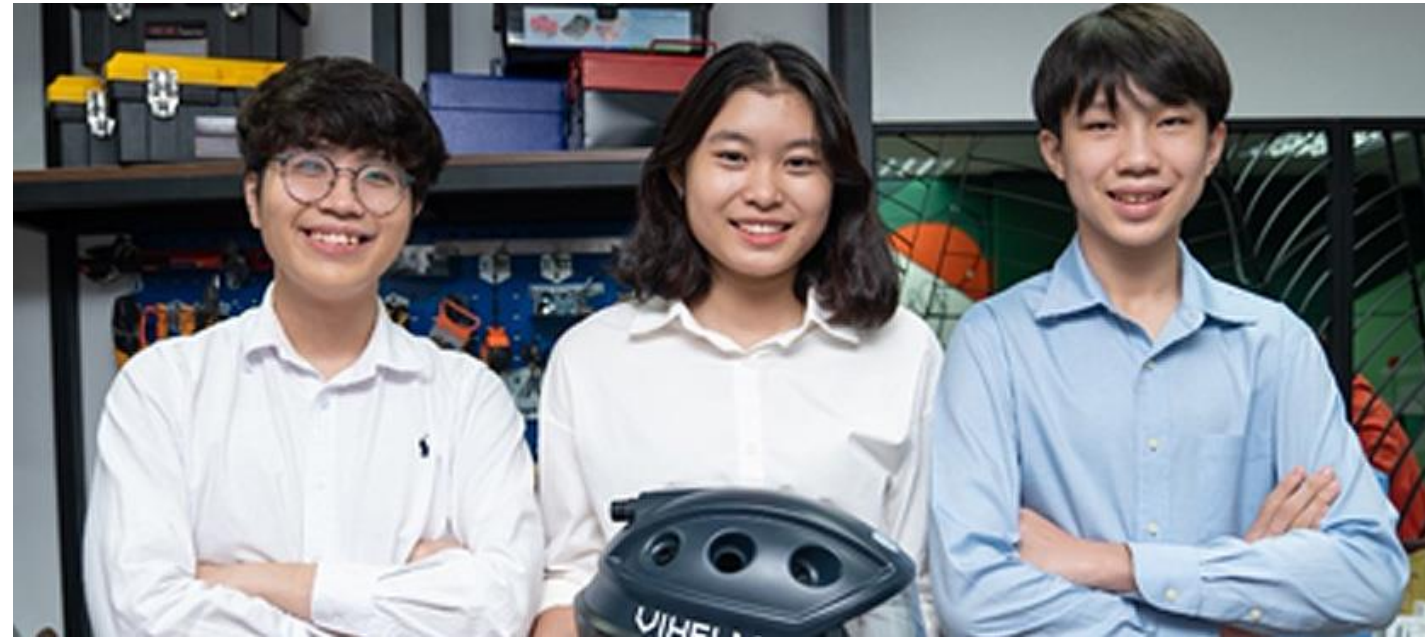
- Key terms and concepts: contradiction, paradox, inventing, elimination design method, separation, doing the opposite...
- Identification of a systemic creativity tool to invent something



## Ideal Final Result Unit

- Connecting the results of inventive practices to IP concepts through a combination of teaching and problem solving

# IP Youth Ambassadors



- Ages 6-26 years;
- New user of IP system;
- Creator or inventor of a nationally recognized product, start-up, small or medium enterprise (SME), or creative / artistic work;
- Recognized and nominated by national IP authority by contacting the WIPO Academy at [youthambassadors@wipo.int](mailto:youthambassadors@wipo.int); and
- Role model for other young creators, innovators and entrepreneurs.





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**Other  
examples  
of capacity-  
building at  
WIPO**



# Entrepreneurs Online Network

**Entrepreneurs Online Network** is a grassroots initiative, which aims to build an online network for young innovators, creators, entrepreneurs and startup businesses and provide them with hands-on IP content.

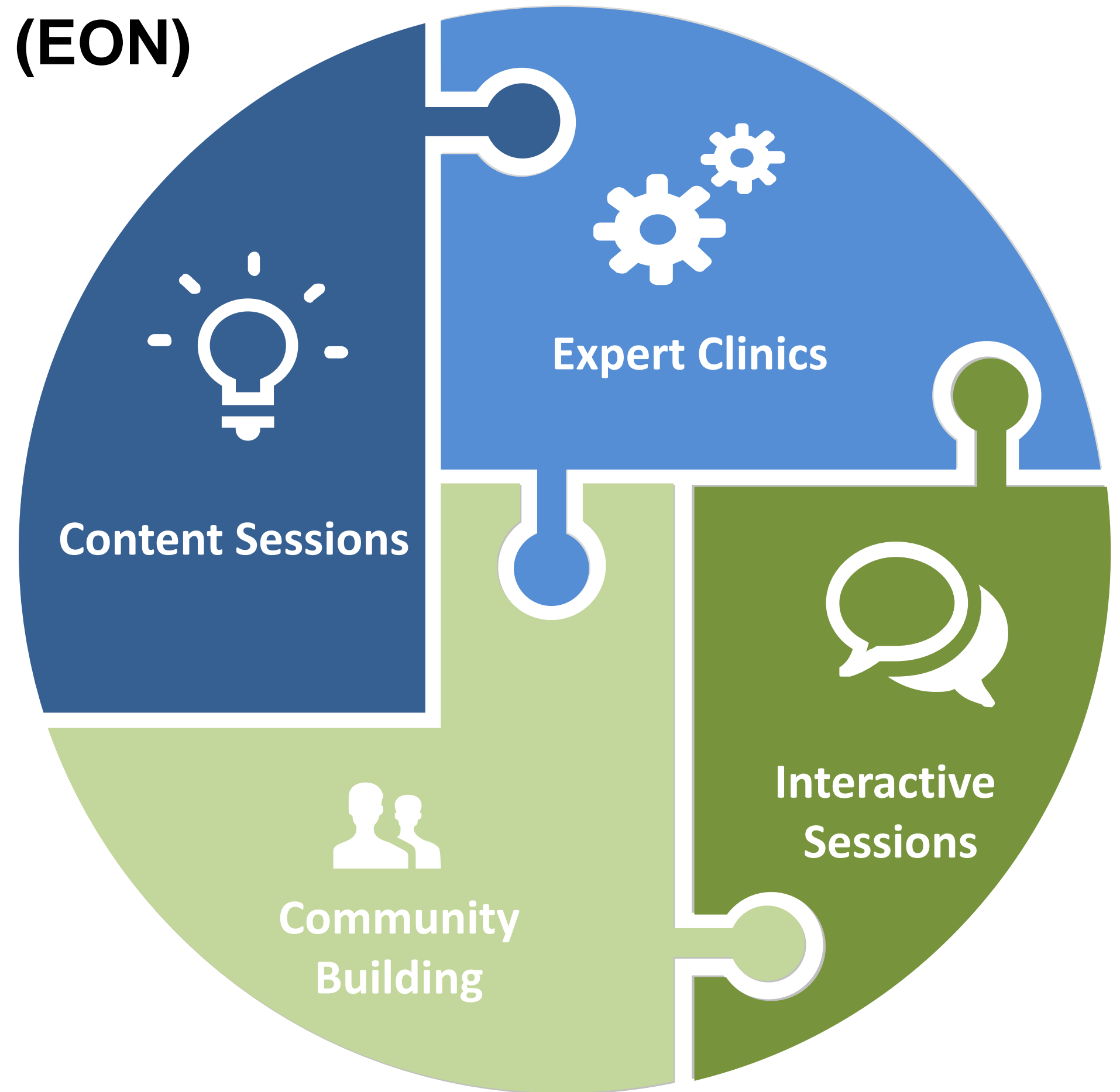
## Starting with:

- Asia and the Pacific
- Central European and Baltic States
- Agrofoods & Circular economy
- Video gaming



# Entrepreneurs Online Network (EON)

How EON's Core Components deliver content?



# EON Story

Ms. Monika Nowaczyk is the Chief Knitting Officer of Cambodia Knits and the Chief Executive Officer of Beebee+Bongo, which produce hand-knitted eco-friendly toys, allowing marginalized girls and women in Cambodia to have fair and flexible employment opportunities.

However, neither Cambodia Knits nor Beebee+Bongo's names are protected.

Monica is currently benefiting from remote expert mentoring sessions in the framework of the EON. She is rebranding her companies to file for international trademarks and to promote the product range of the companies internationally.





# Youth Skills Development

Through initiatives like the Young Experts Program, WIPO is nurturing the kind of human capital required for the future.

The innovation ecosystem requires people that can provide professional services (technology managers, lawyers, business managers etc.).

It also requires intellectual property laws and enforcement (i.e. professionals who know how to manage IP) as well as professionals in production, branding, marketing and distribution of products.

Building that capacity requires conscious effort to prepare young people and to put them on a platform today.

# What We Do.



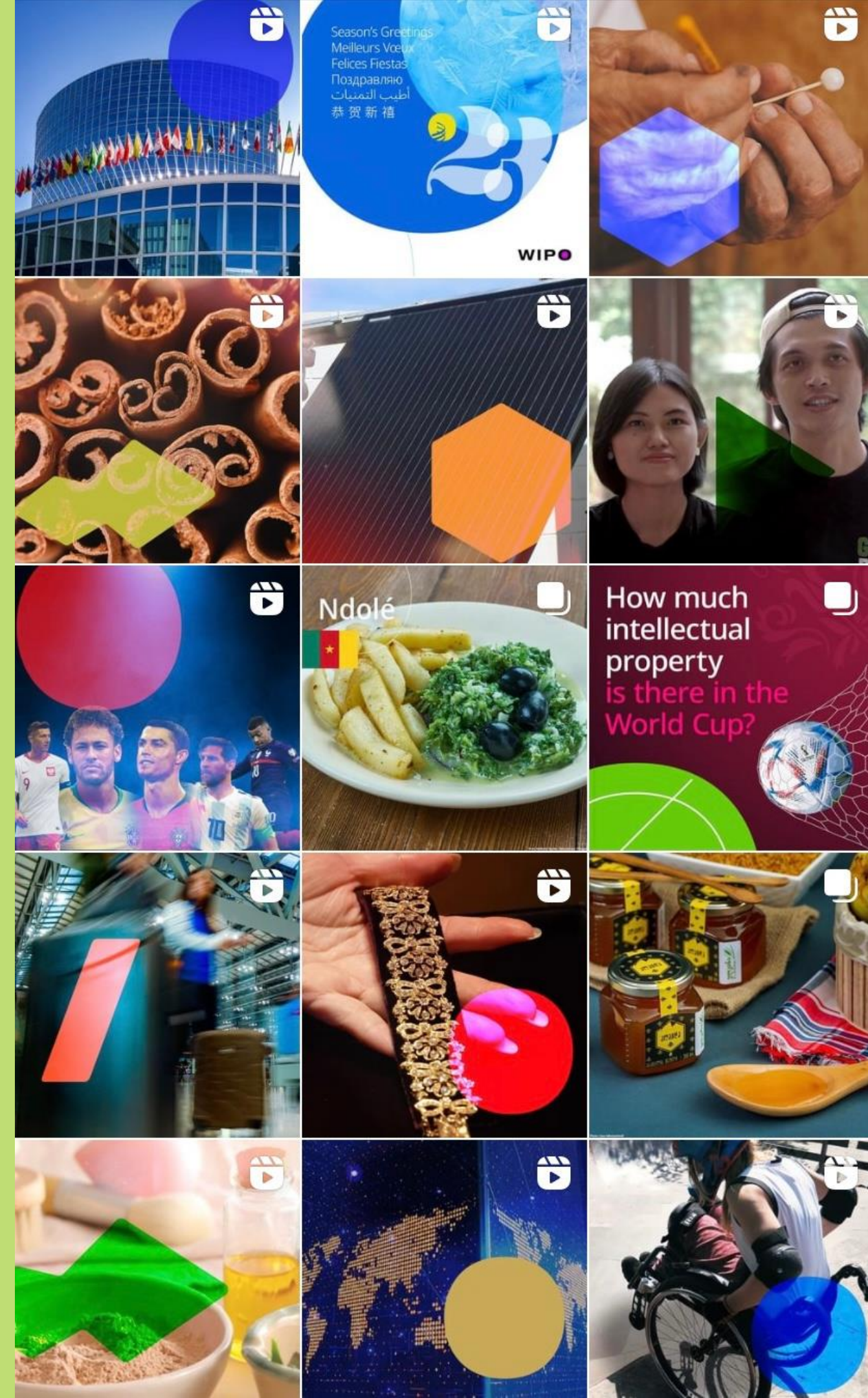
## 2. Awareness raising activities



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# News and Media

## A shift in communications



# Media strategy

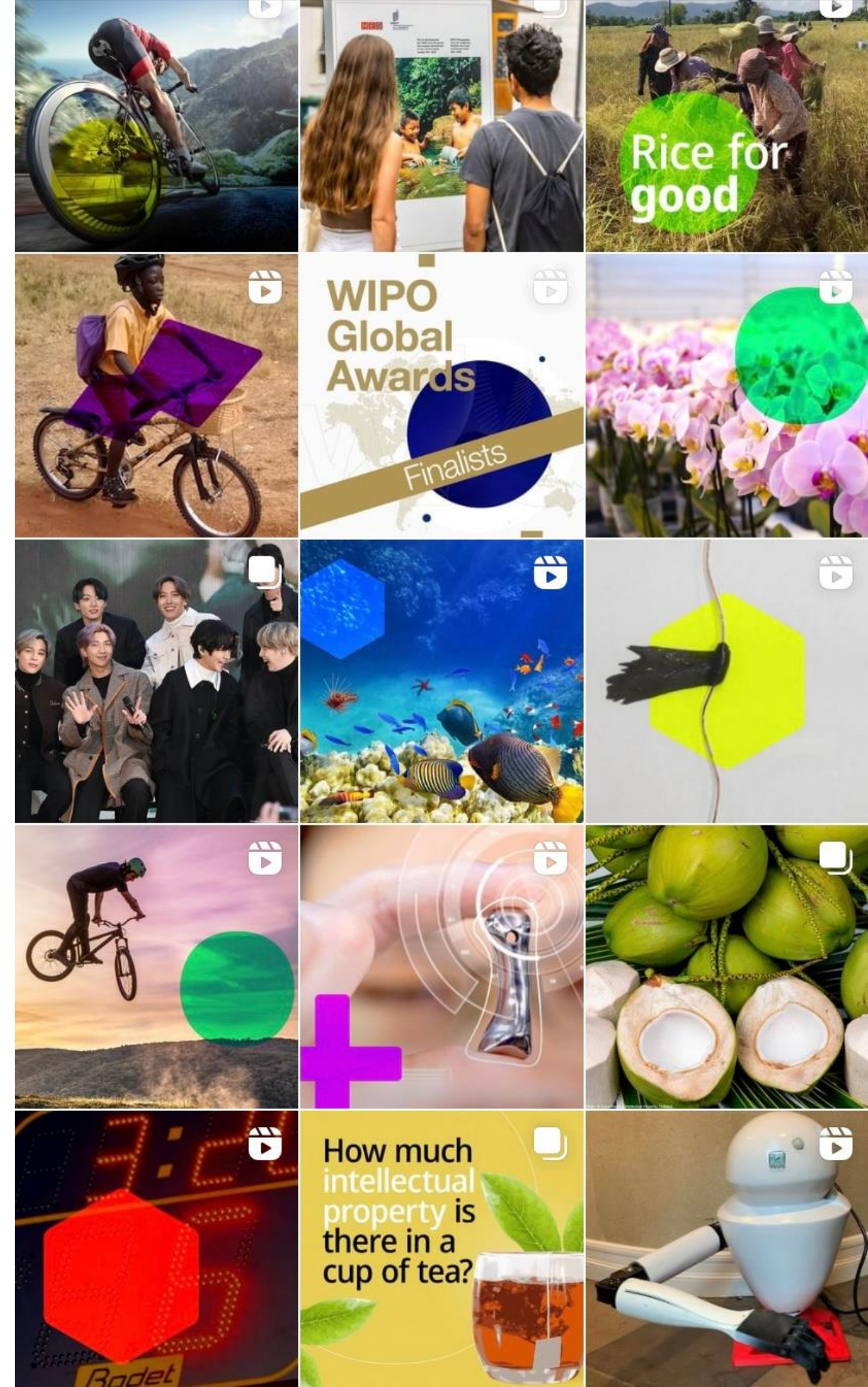
- People feel connected to IP
- Relevance of WIPO

➔ Raise awareness of and increase knowledge about the potential of IP to improve lives of everyone, everywhere

**How?** Bold, creative, and inspirational **storytelling**

## Strategy

- **Content production** to highlight human impact over unit output
- **Focusing social media** on mainstream, impact-oriented communication
- Focus on new audiences, including **youth**





# How do we speak with our audiences?

## AUDIENCES

## YOUTH

## MESSAGES (EXAMPLES)

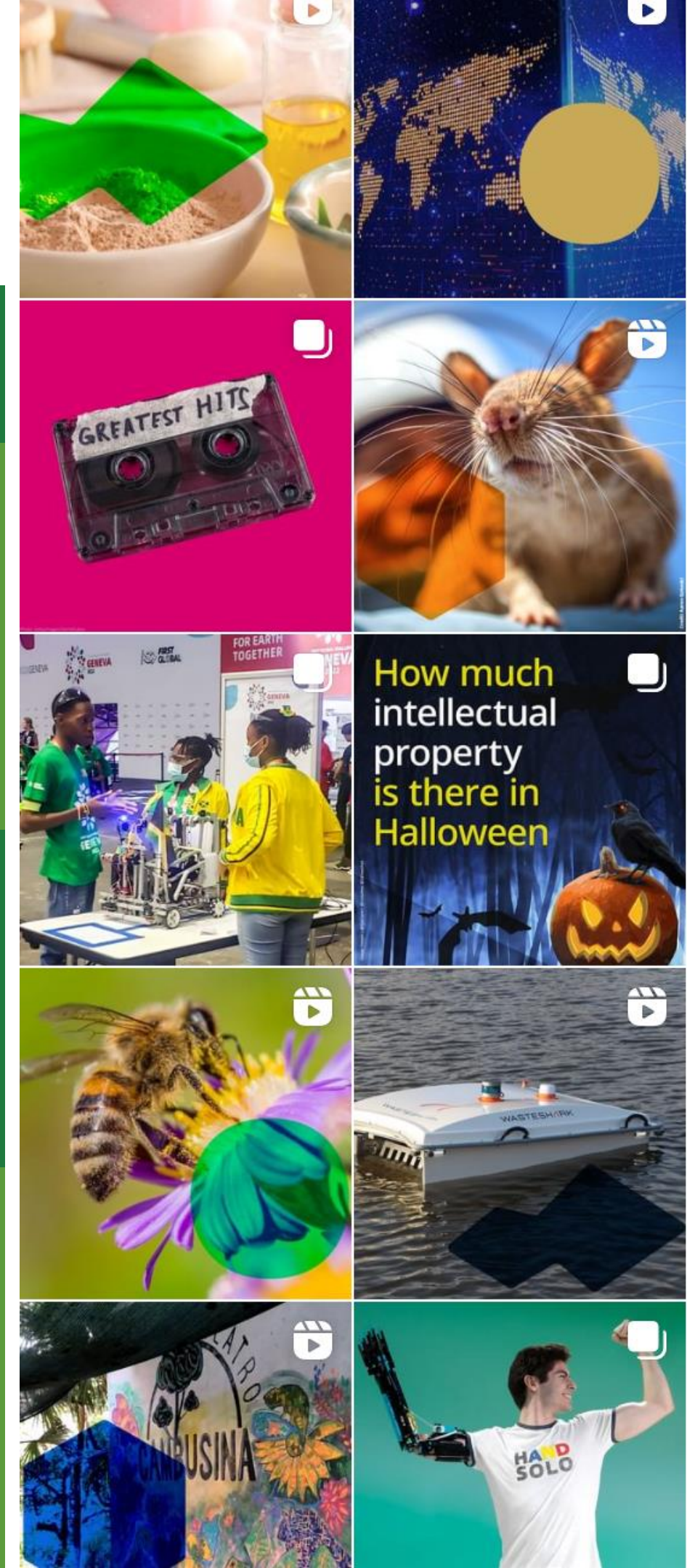
- We all have an innovative or creative streak in us
- Our innovation and creativity can be a source of your livelihood
- IP is what allows us to enjoy great film, music, and literature

## TYPE OF CONTENT

- Short, snappy videos
- Strong visuals
- Campaigns to prompt engagement
- Thematic campaigns

## CHANNELS

- Social media
- Interactive “lives”
- New channels: Instagram
- WIPO website
- Influencers’ platforms
- Podcasts



# Content production



Character-driven **documentaries** featuring interesting young people



**Short videos** highlighting inspiring inventions, businesses and creators



**Interviews** with innovators on trending topics

# Social media platforms



## New focus

- @WIPO targets general public, innovative/creative enterprises, high-level corporate communications



## Corporate communication to business audience and prospective employees

- @WIPO



## Leverage platform for distribution of new types of content becoming available

- @WIPO
- Main audience: General informed public



## Launched in 2021

- Main audience: Youth, start-ups



## Leverage YT to showcase our content

- @WIPO: repurposed to become a true content distribution platform
- Long-form hero productions
- Mission Imagination series



## No change



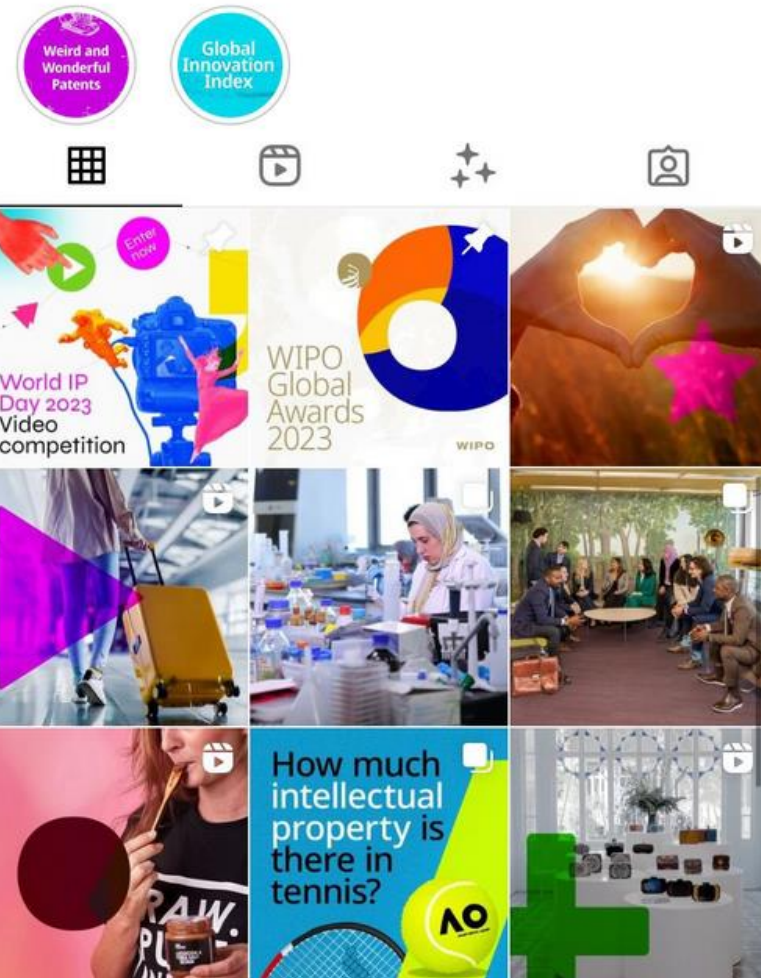
## Continuous optimization and adjustments

Decentralized social media presences

# Highlights



**@WIPO Instagram**  
Launched in November 2021 – diversifying content with stories and reels



**@World Intellectual Property Organization – WIPO YouTube**  
New "Mission Imagination" series



**WIPOD Podcasts**  
Series from Madrid, WKC, ADR (with more in the works...)

**Decentralized social media presences**  
Reaching different audiences via a variety of platforms



**DG LinkedIn**

**ADR Kakao Business Channel**

**WIPO Japan Office**



# Highlights



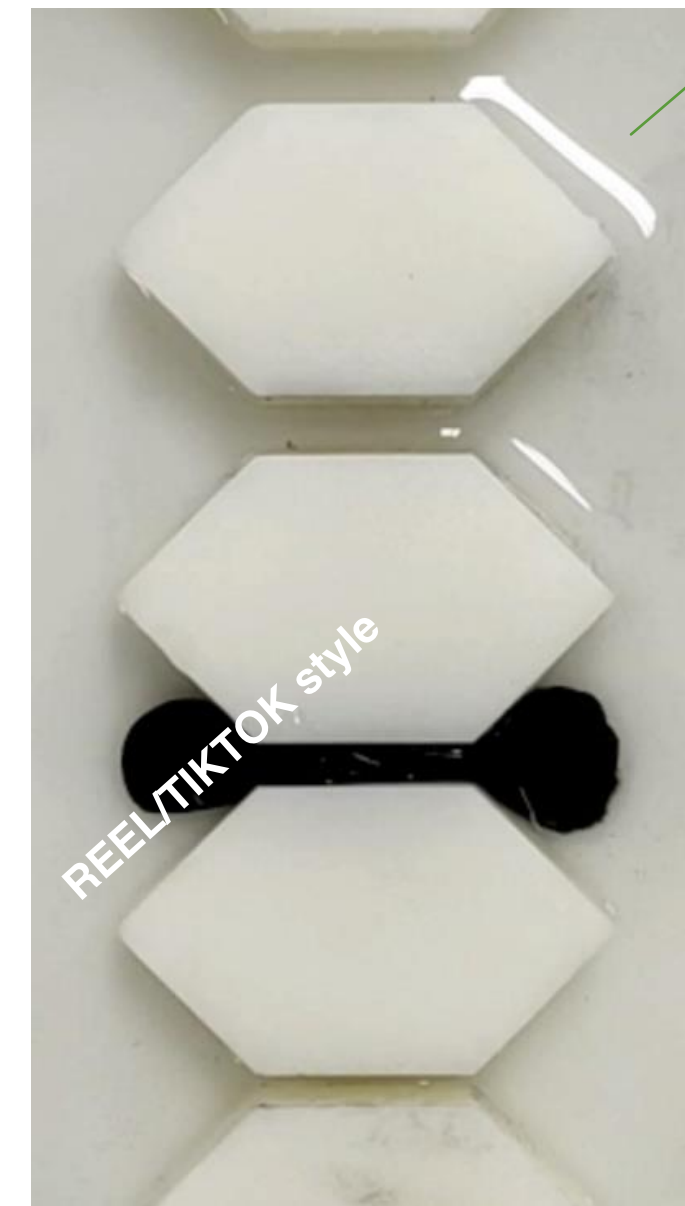
## DG Youth Video - #WorldIPDay

Addressing young innovators, creators and entrepreneurs who hold the key to creating a better future for all



## African Superhero Helps Future Generations to Impact the World!

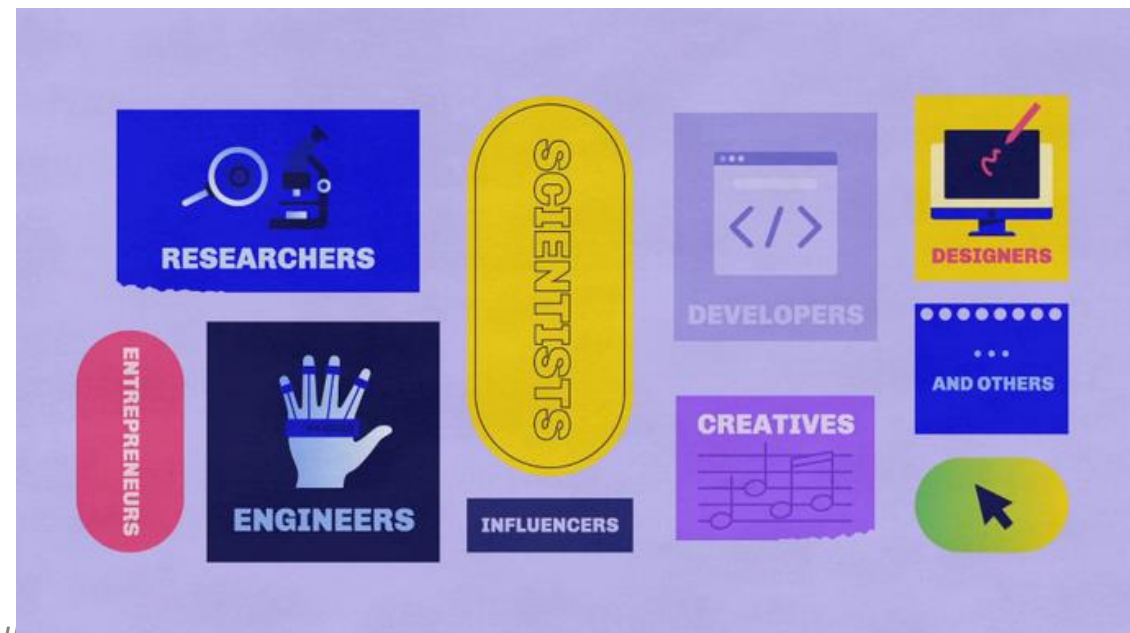
Tino Makoni, an illustrator and comic book artist from Zimbabwe, hopes that Africa will become the next center for superhero creation



**Slime Robot**  
Highlighting life-saving slime with trendy sounds – my money don't jiggle , it folds!



This **slime** could save lives



I'm innovating for a better future



**#WorldIPDay**  
Celebrating with IP explainer videos and customized AR filters

**Young Innovators – VIHELM**  
Spotlighting youth making a difference



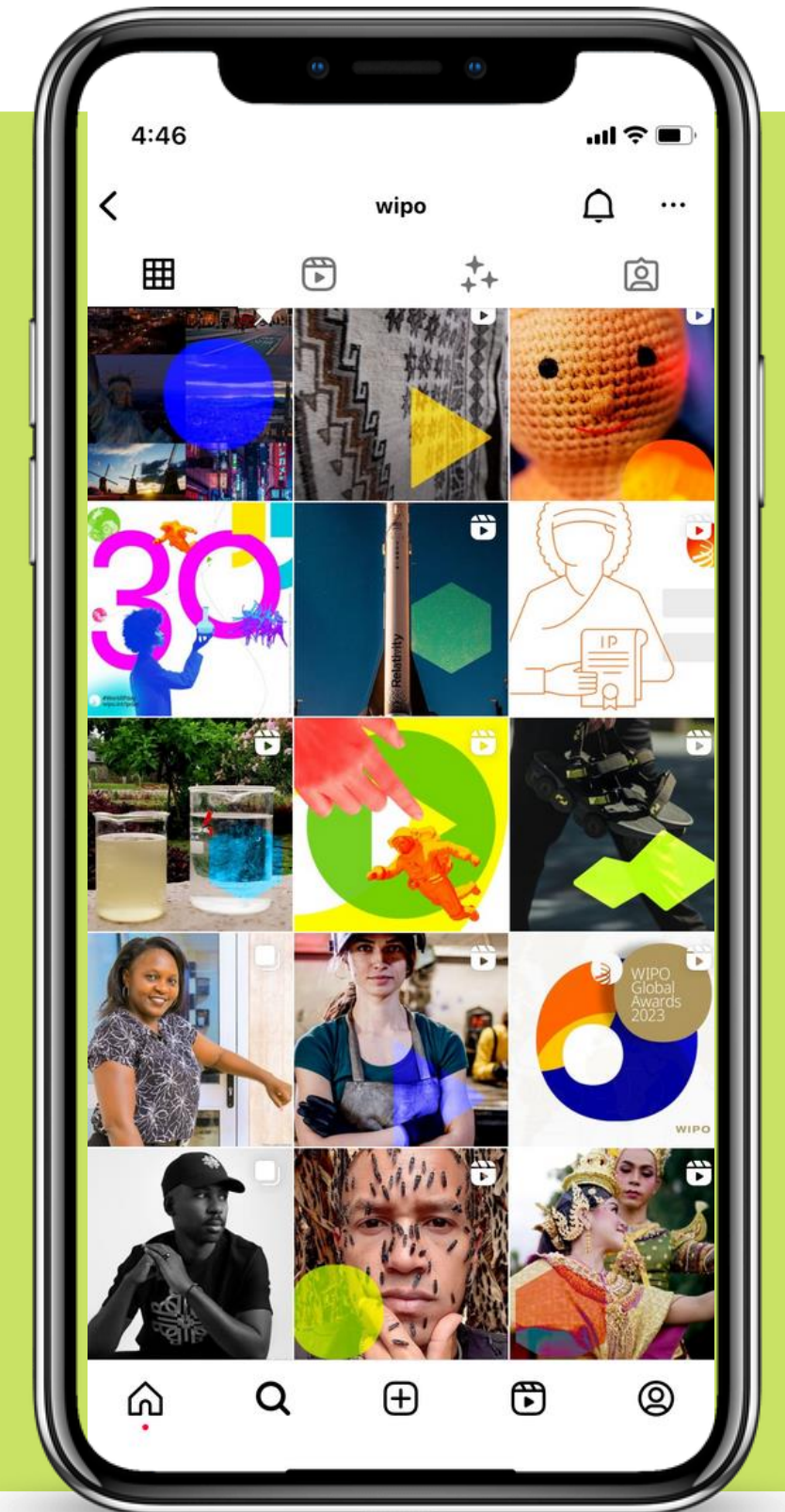
These Vietnamese teenagers are **inventors** of **Vihelm**



# Snapshot: Follower growth



	May 2021	April 2023	Growth
	101,131	126,842	25.4%
	104,640	168,054	60.6%
	76,287	88,952	16.6%
	387*	7,786	1,911.9%**



\* As from January 2022

\*\* low base effect

# **Building Respect for IP Division**

Awareness-Raising on  
Respect for IP

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# ACE Cinema

In the context of the Advisory Committee on Enforcement (ACE), WIPO is making a conscious effort to engage with the Youth Engagement Agenda.

Through the ACE Cinema initiative, 50 videos were showcased demonstrating best practices from member states and private sector on how they are sensitizing youth on IP through targeted awareness raising campaigns.

This engagement with the youth topic of intellectual property rights in the technical work of WIPO is an important step towards creating a generation of informed and responsible creators and innovators.



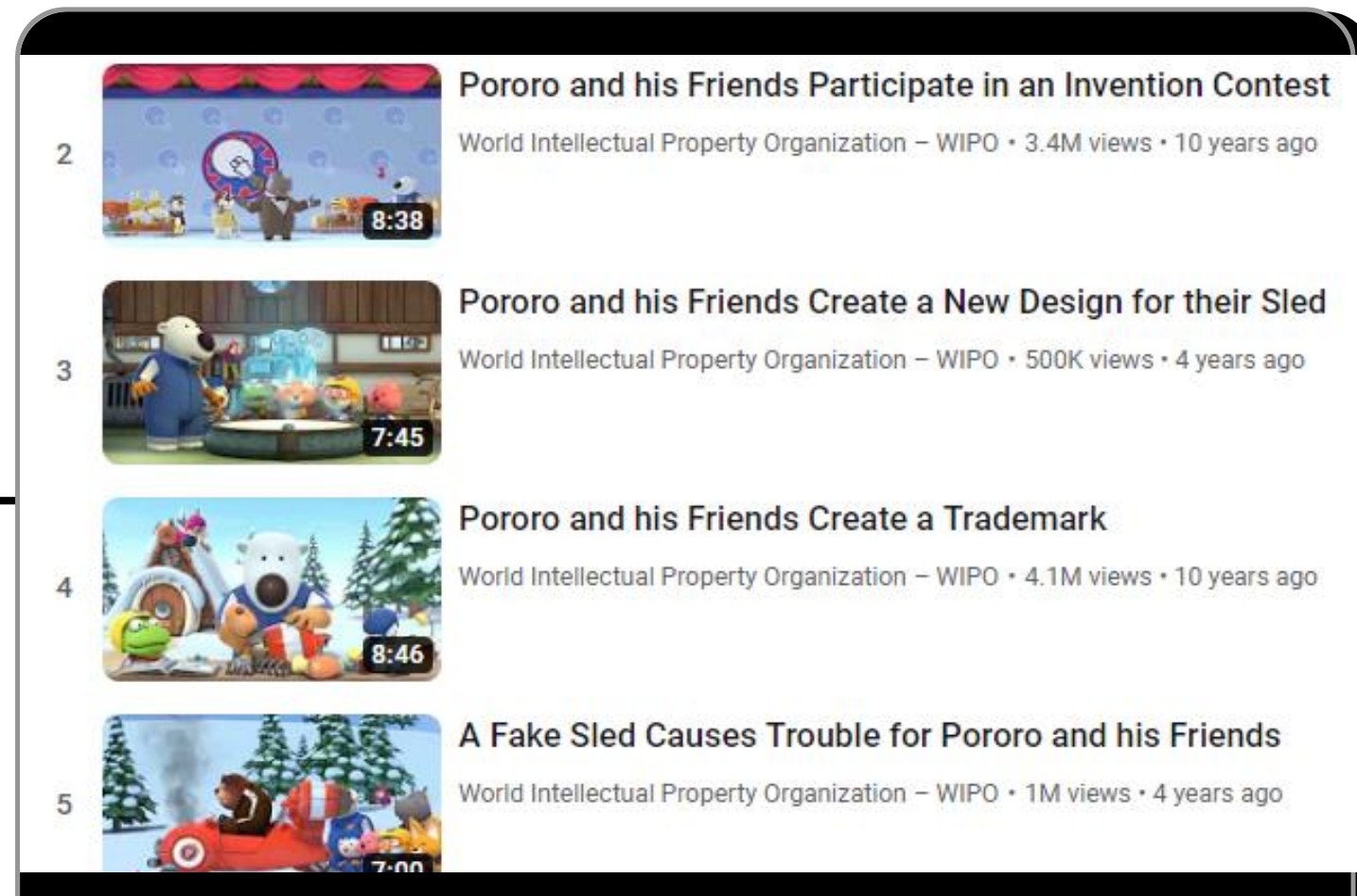


# WIPO YouTube



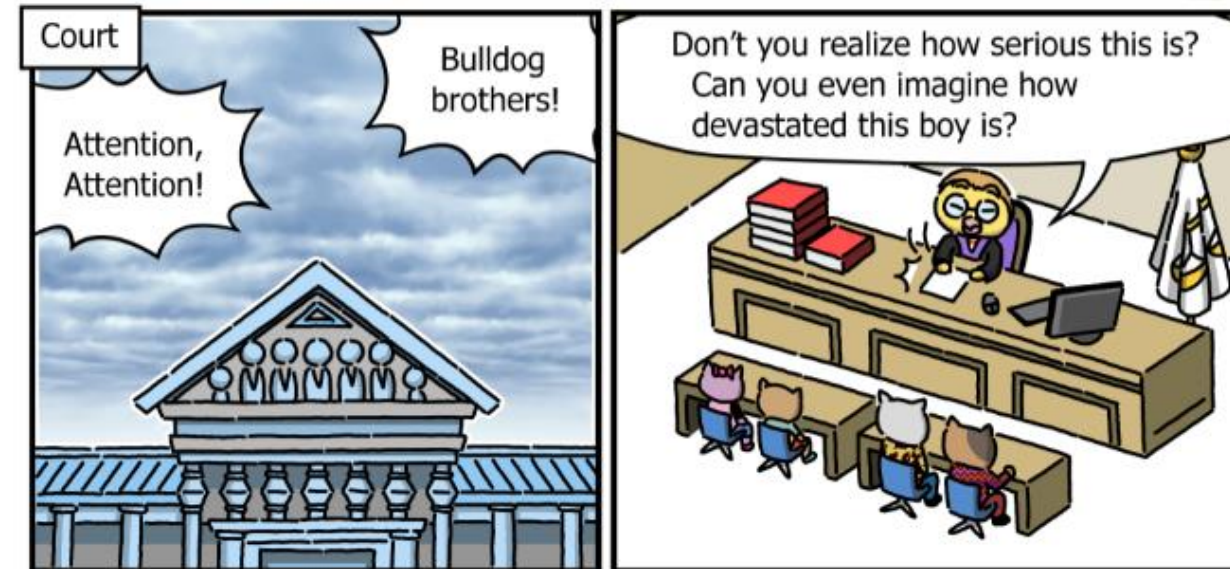
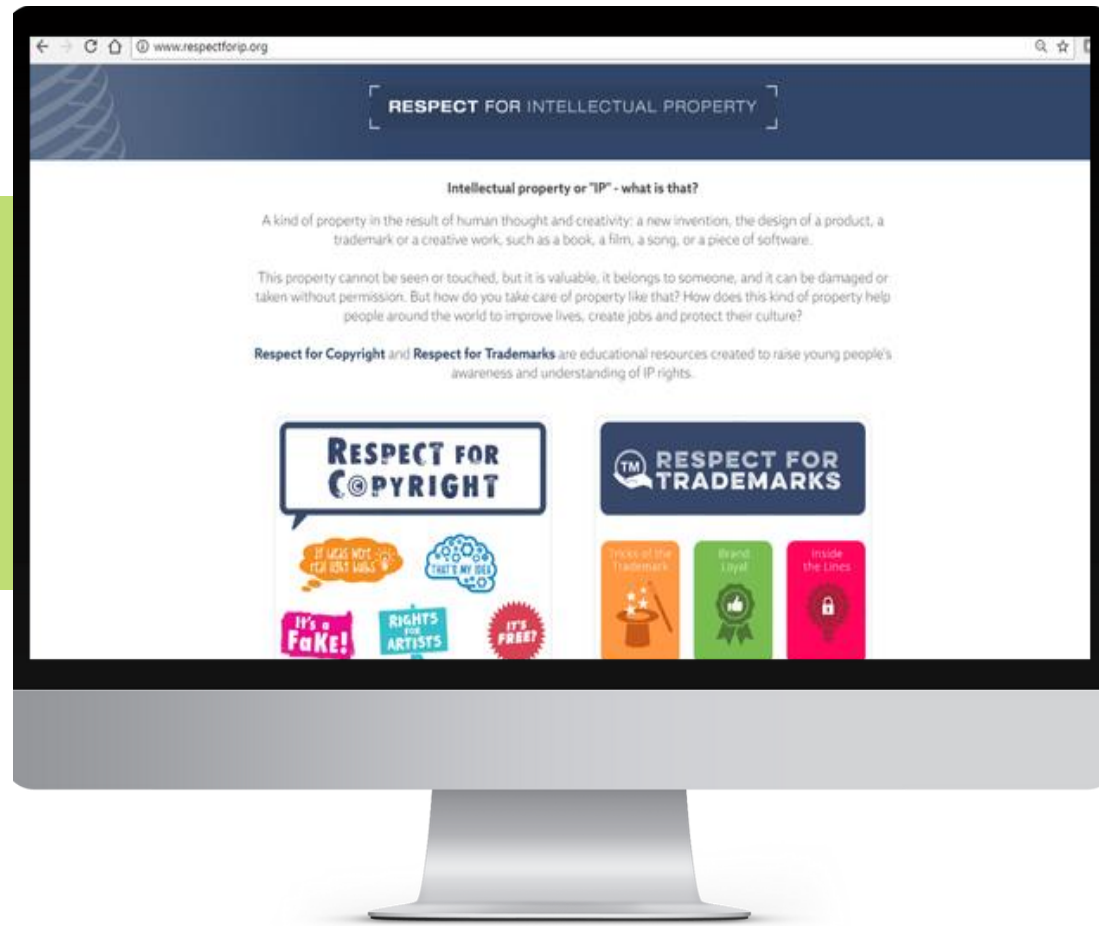
20 M views in 9 languages

A series of cartoons called "Pororo the Little Penguin" to educate children about the importance of IP rights have been widely distributed by WIPO and its partners and have been translated into multiple languages to reach a global audience.



In these cartoons, Pororo and his friends are faced with various IP-related challenges, such as piracy and counterfeiting, and learn valuable lessons about respecting the creative works of others. By using engaging storytelling and relatable characters, these cartoons effectively communicate complex concepts of IP to young viewers in an accessible and enjoyable way.

# IP Education Resources



**By using these tools, WIPO is able to sensitize youth on the importance of respecting IP rights, which is crucial in nurturing a culture of innovation and creativity.**



# Engagement with Primary and High School Children

WIPO has recognized the effectiveness of interactive activities particularly to introduce IP concepts to children of school-going age. This approach has been successfully implemented in several countries, including Oman, Panama and South Africa.

In these countries, WIPO and its partners have hosted competitions and other interactive events to spark a spirit of innovation and creativity among young people while introducing them to the importance of respecting IP rights. Through these initiatives, students are encouraged to develop their own ideas and creations, while also learning about the value of protecting and respecting the creations of others.



# IP Clubs

180 students (13-18 years)  
trained in 2022 in Botswana,  
Malawi and Zimbabwe

In cooperation with ARIPO



The impact of these interactive activities has been significant, with many students reporting increased interest in and understanding of IP concepts as a result of their participation. By engaging with young people in a way that is both fun and educational, WIPO is helping to foster a culture of innovation and respect for IP that will benefit not only the young people themselves, but also society as a whole.

# IP and Citizen Journalism Project



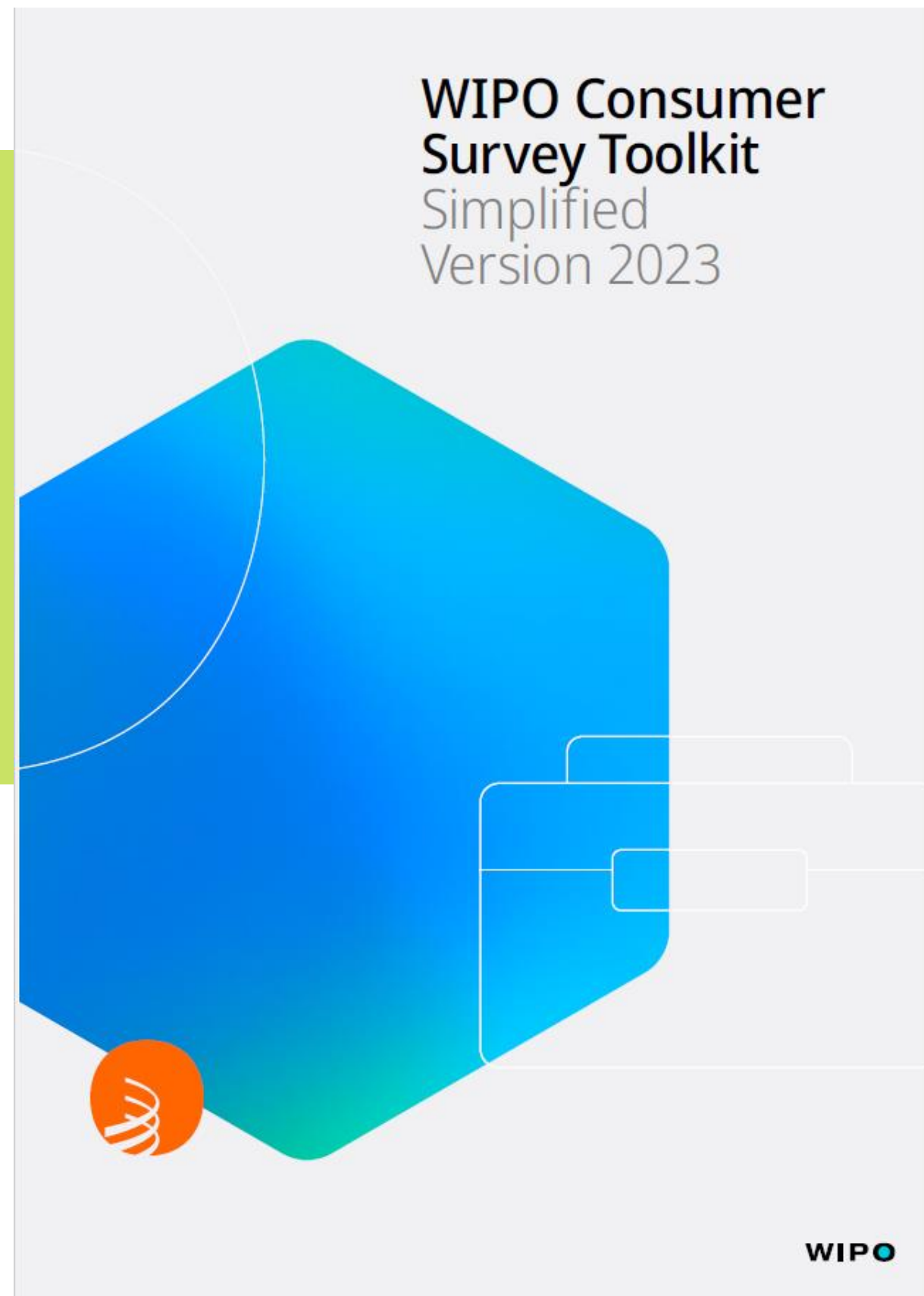
Seeing the passion in the children's eyes and seeing how they understood the importance of

**South Africa**



**Senegal**

# Consumer Survey Toolkit



The survey allows stakeholders to measure consumer behavior in terms of counterfeit goods and digital content piracy and to evaluate public communication campaigns to build Respect for IP.

This can be a useful resource for those in industries targeting youth.

In October 2022, 50% of respondent had bought at least one category of counterfeit goods in the past 12 months without necessarily knowing that the goods weren't genuine.

Nearly half think it's wrong to buy counterfeit items and most are concerned about the safety of counterfeit food, drink and healthcare products.

# Youth Engagement in Action

WPO has hosted and participated in several events and activities that were centered around sparking curiosity and raising awareness about the endless benefits of IP amongst youth and to show them how the IP system can best be used by young people so they can be economically self-sufficient and also contribute to the global body of knowledge in science, technology, engineering and the arts.

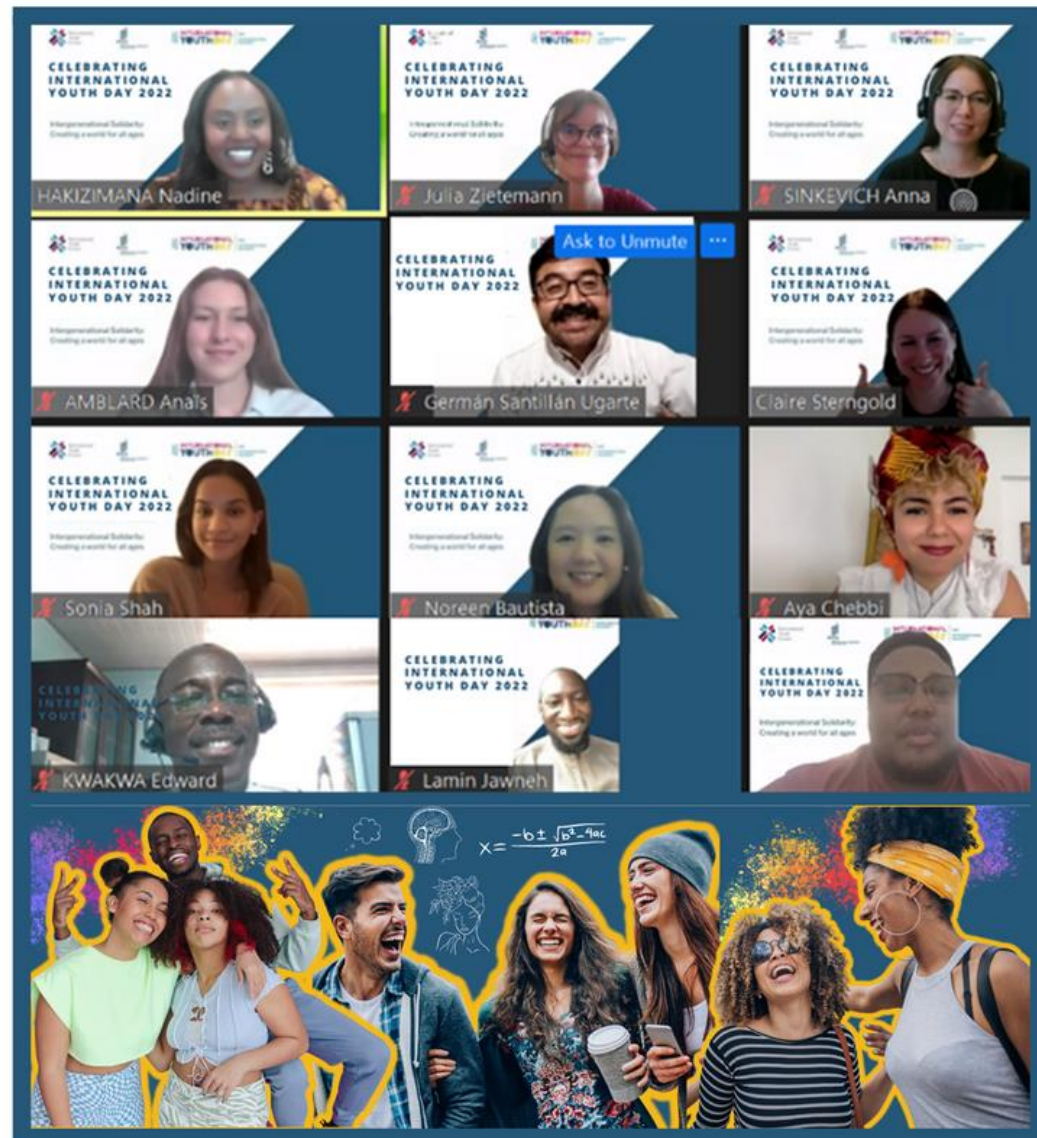
For example:

- Webinars on IP organized by the Government of Jordan for the Jordanian youth aged between 12 to 18 years old, in cooperation with WIPO
- International Webinar on IP and Youth (held in June, 2022) involving youth panelist presenting their stories and journeys through IP.
- Virtual Training Session on Copyright - Focus on Youth Engagement
- Roving Seminars: Youth and Intellectual Property: Why IP is important to Young Entrepreneurs and how it is beneficial for your business
- Jamaica Innovation Week - Session on Youth
- Engagement with Obafemi Owolowo University IP Law Club: Enlightening African law students on intellectual property careers

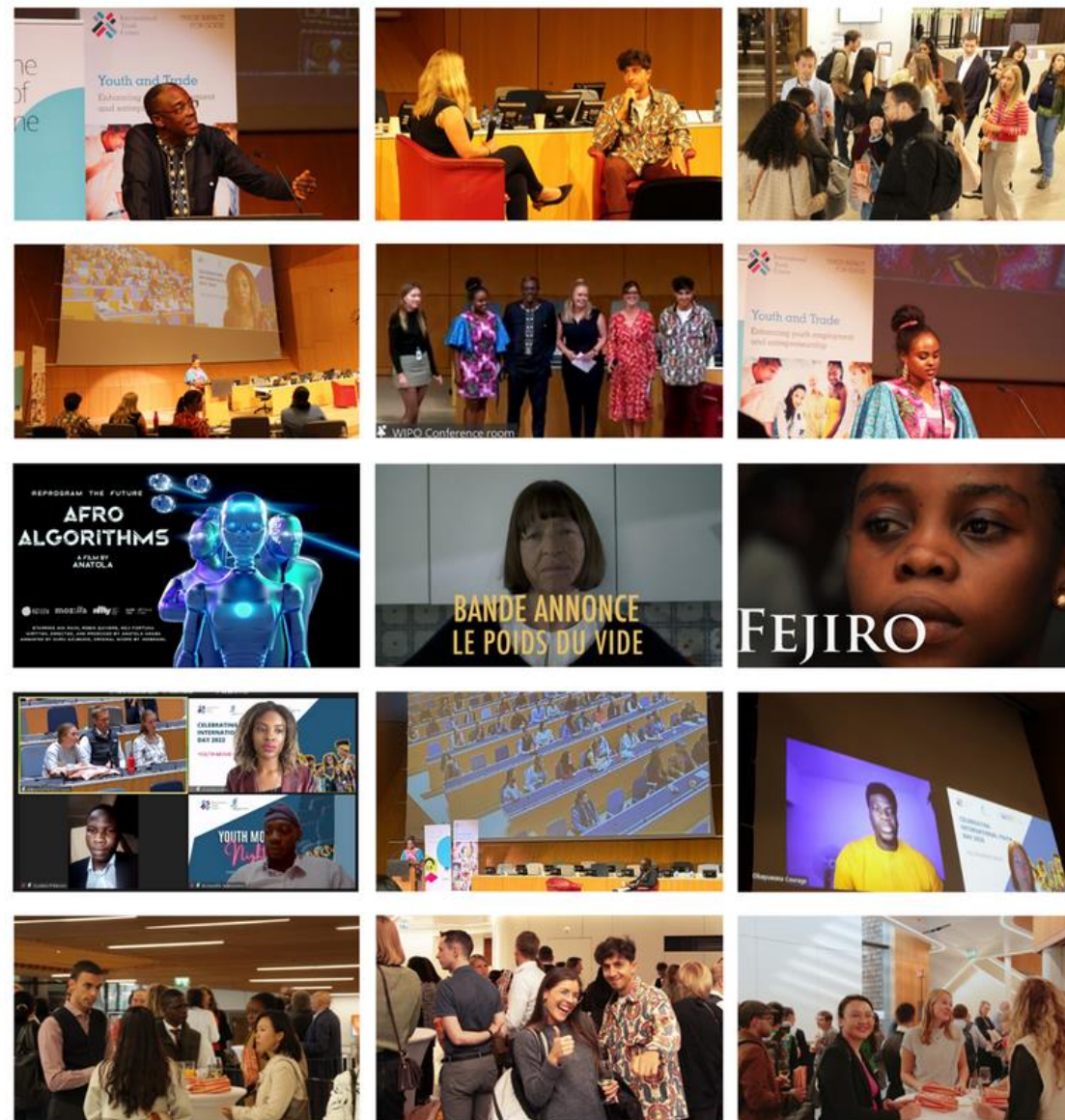


# Other Youth Engagement Activities

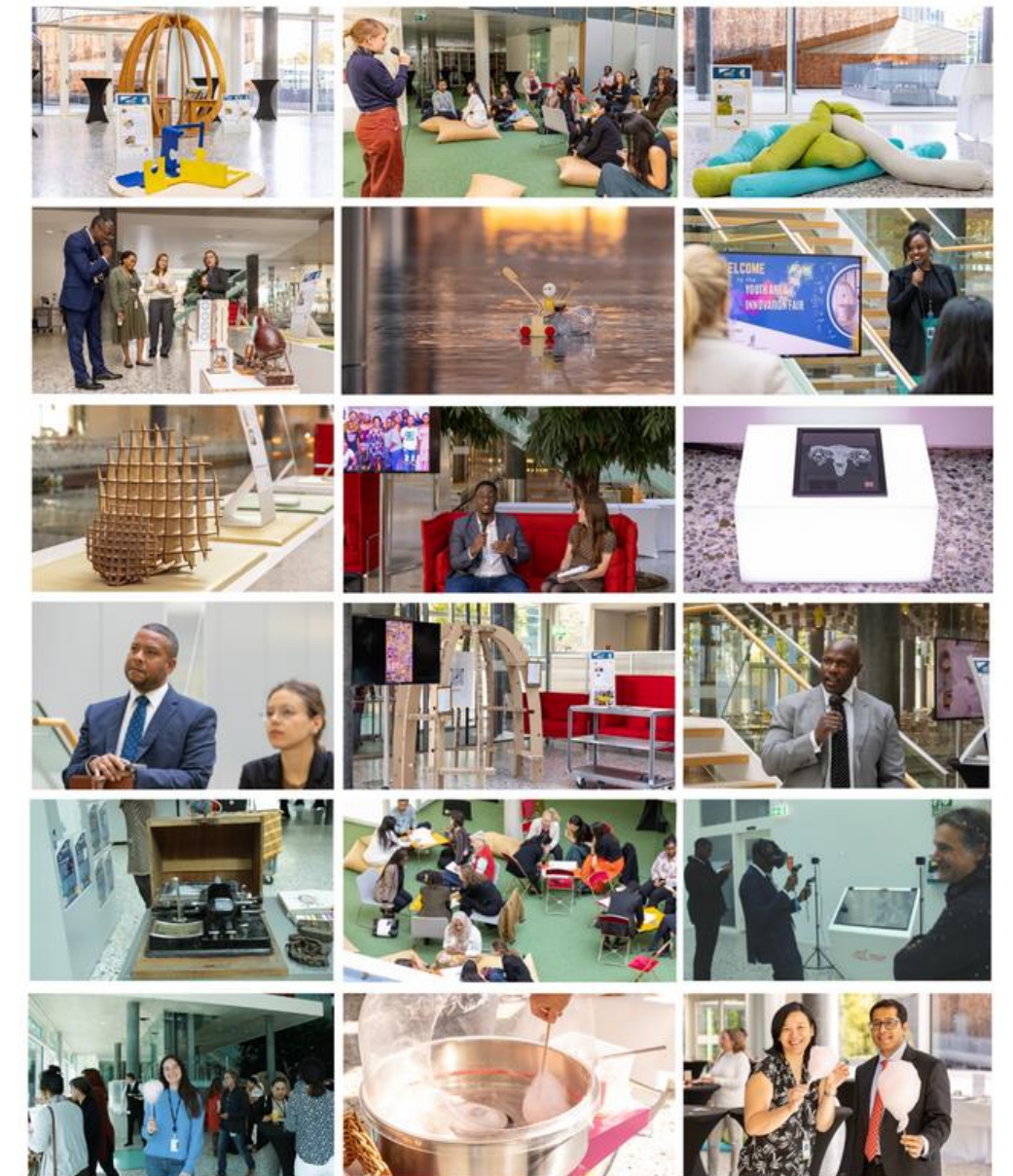
## INTERNATIONAL YOUTH DAY WEBINAR



## YOUTH MOVIE NIGHT



## YOUTH ART & INNOVATION FAIR





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# Traditional Knowledge Division

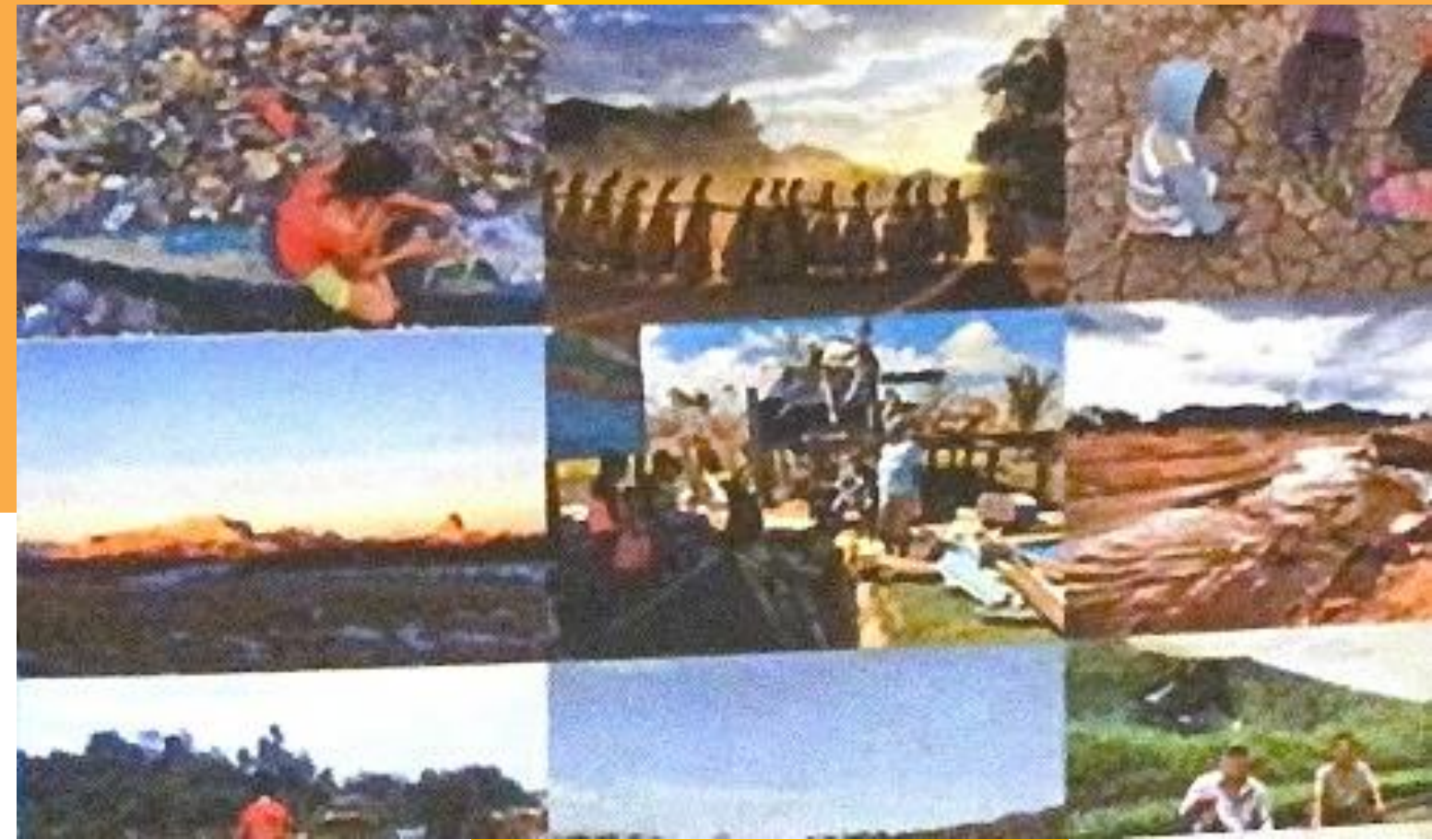
Focus on Indigenous Peoples and  
Local Community Youth





## WIPO Photography Prize for Indigenous Peoples and Local Community Youth

Through the Photography Prize, WIPO aims to celebrate and make widely known the creativity of young members of indigenous peoples and local communities, as well as raise awareness among them on how copyright can be used to protect the creativity expressed in their photographs.





“Pulling of the Vine”  
(Photo: © Joanderson Gomes de Almeida)

  
to celebrate their creativity

  
to raise awareness on how copyright  
can be used to protect the creativity  
expressed in the photographs



“Sea of garbage”  
(Photo: © Prince Loyd Besorio)

**WIPO  
Photography Prize  
for Indigenous  
Peoples and Local  
Community Youth  
2021-2022**

Second Edition in May 2023



“The harsh side of climate change in the wild”  
(Photo: © Verine Ogutu)

  
Members of Indigenous Peoples or  
local communities

  
Under 30 years old

  
Arabic, Chinese, English, French,  
Portuguese, Russian, and Spanish

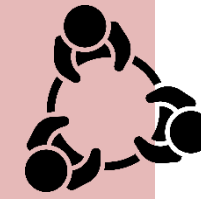
**+700**  
registered users in the  
online platform

**232**  
submitted applications

**30**  
shortlisted applications

**1**  
licensed photograph

# WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities (WEP)



Indigenous and local community women entrepreneurs



to encourage women entrepreneurship, innovation and creativity related to traditional knowledge and traditional cultural expressions



**Mireya Santi**

Kisuar Amazanga Community, Amazonian Kichwa and Shuar People, Ecuador

Mireya and Verónica Guatatuca Santi work on the farm growing trees and native plants that produce seeds used in their jewelry and mocawas (traditional bowls).

Income from the sale of those products helps to pay for school tuition and is also saved to later invest in workshops. Eight women participate in these activities and sell products in the community and at fairs. This group now plans to establish a formal association, register a collective mark, find more customers, increase jewelry production and involve more women from the community.

**+1500**

applicants

**89**

participants

**51**

countries

**3**

global

**2**

regional



**Follow WIPO's work on  
traditional knowledge,  
genetic resources and  
traditional cultural  
expressions**



 **@wipoTK**

**[www.facebook.com/wipoTK](https://www.facebook.com/wipoTK)**

# Participation in High Level Multilateral Discussions on Youth

- World Summit on the Information Society Forum: WIPO's participation in this event helped bring attention to the importance of youth inclusion in discussions around internet governance and digital innovation.
- Lusophone Conference: WIPO's involvement in this conference helped to highlight the crucial role that intellectual property can play in supporting economic growth and development in Portuguese-speaking countries.
- WTO Public Forum: WIPO's participation in this event helped to emphasize the importance of intellectual property protection and enforcement for businesses and entrepreneurs, particularly in developing countries.
- Geneva Peace Week: WIPO's contribution to this event highlighted the role that intellectual property can play in promoting peace and resolving conflicts in various contexts.
- UNECE Youth Dialogues: WIPO's participation in this event helped to raise awareness about the need for greater youth participation in discussions around sustainable development and the role that intellectual property can play in supporting innovation and entrepreneurship in this area.
- Young Diplomats Dialogue: WIPO's participation in this dialogue helped to rally a group of young diplomats around efforts to support young innovators, creators and entrepreneurs by shaping and advancing the multilateral legal and policy space to be better suited to modern realities.

Through active participation in these events, WIPO has demonstrated its commitment to ensuring that youth voices are heard in discussions around intellectual property and its interaction with pertinent policy issues. WIPO's thought leadership has helped to create an enabling policy and material environment that enables young people across the world to benefit from their creative, inventive, and entrepreneurial works.





# WIPO Youth Projects

In 2022 we created a global buzz around the transformative role of IP in the lives of young people. Going forward we intend to roll make targeted efforts that will close the gap between youth and the IP system through projects.

This project-based approach would allow WIPO to deliver targeted initiatives, which can be adapted across geographical locations and over time to ensure they remain relevant and effective.





# Videogame Development: A Quest for IP

Level UP your  
business



**WIPO**

# March to June 2023

**Level 1: Preparing for the journey**  
Creating your own IP

**Level 2: Adventure Time**  
IP during game development

**Level 3: The launch as the final destination?**  
IP when a game launches

**Level 4: Company of players**  
IP and investors

**Level 5: New frontiers**  
IP and esports

## Level UP your intellectual property (IP) through:

### Podcasts

featuring also industry giants who have made it

### IP Clinics

Dedicated 1-1 meeting with videogame legal experts

### PowerUPS

One page checklists

### Networking

Side events, dedicated LinkedIn group

# Podcast Interviews



Hiroshi Tanibuchi  
Executive Director  
Konami Digital Entertainment



Paola Vera  
CEO  
Mácula Interactive



Jan Rosner  
VP Business  
Development  
CD Projekt Red



Yan Perng  
Senior Legal Counsel  
Tencent



George Lemnar  
CEO  
Greenhorse Games



Graham Ashton  
External Affairs  
Manager, EMEA Esports  
Riot Games

# Women in Games: Empowering Innovation and Creativity

April 28



**Kate Edwards**  
Geographer and  
Culturalization  
Innovator at  
Geogrify



**Micaela  
Mantegna**  
Abogamer,  
Metaverse Ethics  
Architect, TED  
Fellow & BKC  
Harvard Affiliate



**Andreea  
Medvedovic Per**  
Vice-President,  
European Game  
Developers  
Federation



**Florencia Fole**  
President,  
Argentina's Video  
Game Developers  
Association



**Kristina Janković**  
Executive  
Manager at  
Serbian Games  
Association



**Jia Wang**  
Head of Global  
Studio Data  
Science Team,  
IEG Global,  
Tencent



**Sol Sánchez**  
CCO at Somber  
Pixel and  
Co-Founder of  
FemDevs Peru



## Webpage:

[www.wipo.int/levelup](http://www.wipo.int/levelup)

## Network:

[www.linkedin.com/groups/12785798/](https://www.linkedin.com/groups/12785798/)

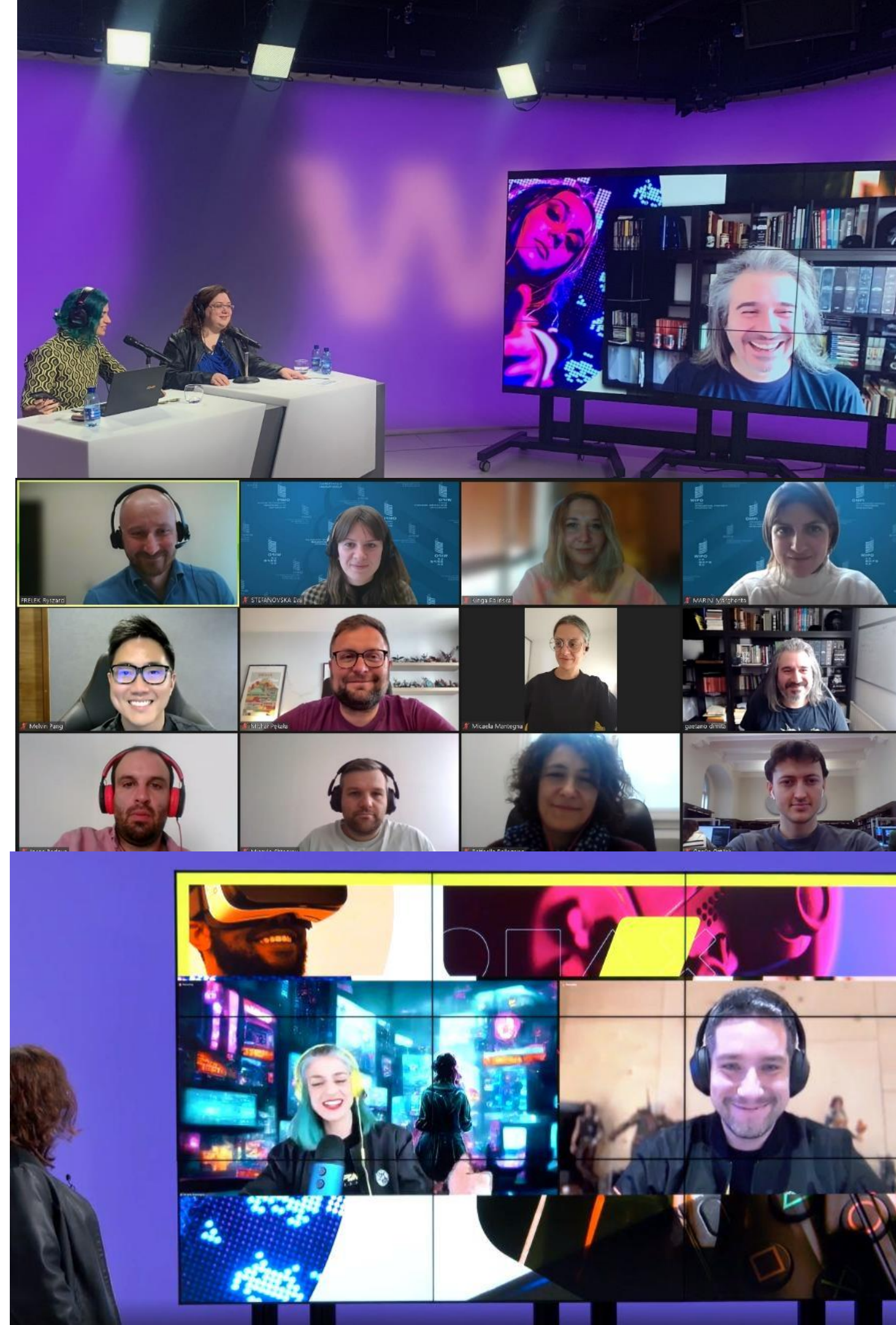
## Podcasts:

Spotify, Apple Podcast, Google Podcasts, [www.wipo.int/podcasts](http://www.wipo.int/podcasts)

## Questions?

[LevelUP@wipo.int](mailto:LevelUP@wipo.int)

Photos: WIPO/Berrod, Frelek



# How can Member States contribute?



- Nominate youth to be featured on the IP for Youth webpage
- Nominate young innovators, creators and entrepreneurs to have their IP stories featured on the WIPO Youth webpage
- Engage with us on social media
- Keep an eye on WIPO website for calls to action for youth

**Contact: [youth@wipo.int](mailto:youth@wipo.int)**

# Thank you

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