

WEBINAR

“Experience sharing in Effective Technical Assistance and Capacity Building”

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Importance of WIPO in the Development and Protection of Intellectual Property

The World Intellectual Property Organization (WIPO) is a strategic partner in assisting developing countries to promote the protection of intellectual property rights and harness the benefits derived from this protection, as well as to promote the internationalization of businesses.

Contributes to:

- Promote the protection of intellectual property rights;
- Leverage the benefits derived from intellectual property protection;
- Promote the internationalization of businesses.
- Inclusive approach to IP, leaving no one behind, especially youth, women, and SMEs.



Evolution of WIPO's Cooperation and Technical Assistance

From a beneficiary perspective, WIPO's cooperation focuses on:

- Strategic plans of the Organization; and
- Based on the priorities and needs of the members.

The technical assistance provided by WIPO has evolved to become:

- Strategic in the medium and long term
- Having a multiplier effect: several projects focused on “training of trainers”, others promoting the sustainability of projects in the medium and long term, including through knowledge transfer.



Some examples of projects implemented in El Salvador with the support of WIPO:

National Intellectual Property Strategy

The objective is to strengthen the national innovation ecosystem through the implementation of coordinated actions based on strategic areas.

Project for Systematization of Statistical Data and the Design and Implementation of a Methodology for the Elaboration of Studies on the Use of the Intellectual Property System

It is important to optimize and link intellectual property databases with other related databases, including those related to trade.



Subregional Projects



- ***Project for the promotion and development of tourism and gastronomy in the Subregion through Intellectual Property systems***
- ✓ Selection of a national coordinator and coordinated work with thematic experts (tourism, gastronomy, and IP).
- ✓ Country-level diagnosis, analyzing tourism plans and related policies to identify if they incorporate local gastronomy, tourism, or information on intangible assets present in the sector.
- ✓ Identification of key stakeholders in the sectors.
- ✓ Global (regional) report.
- ✓ Working groups formed by the most relevant actors in the sector according to the national report, who will benefit from training in the next phase.

Subregional Projects

Created and implemented within the framework of the Ministerial IP Forum of Central America and the Dominican Republic.

- ***Subregional Action Plan on Creative Industries Project***
- ✓ Surveys of the Creative Industries sector
- ✓ Preliminary diagnosis of the Creative Industries in the country with the highest potential. Music Sector.
- ✓ Brainstorming meeting to share diagnostic results, establish recommendations, and propose the next phase of the Project.
- ✓ Development of regional and country-specific action plans to strengthen the selected creative industries.



Subregional Projects



- ***Project to Promote the Use of the Intellectual Property System for SMEs***
- ✓ Training for institutions providing services to SMEs in intellectual property management and financing.
- ✓ Needs assessment for training purposes.
- ✓ Mentoring for 10 SMEs selected as a pilot group.
- ✓ Adaptation of 4 WIPO guides for the benefit of SMEs.

Cooperation between the Intellectual Property School of El Salvador (EPI-CNR) and the WIPO Academy

1. **“Playing with IP”, Phase I and II**

General Objective: To build capacities and knowledge in the field of Intellectual Property and its linkages with the video game industry in new priority audiences for El Salvador.

In Phase 1, 14 students from five universities in the country were beneficiaries.

2. **Intellectual Property as a Leveraging Tool for Salvadoran Women, Phase I and Replication**

General Objective: To build capacities and knowledge in the field of intellectual property amongst women entrepreneurs in El Salvador.

In Phase 1, 123 women from different regions were beneficiaries, and through the contest "Marcatón", an additional 30 women were benefited.

3. **Intellectual Property as a Tool to Integrate the Academic Sector into the Market**

General Objective: To build capacities and knowledge in the management of Intellectual Property in the higher education sector of El Salvador (Higher Education Institutions - HEIs).

Benefiting 332 individuals from the academic sector and 42 students.



Other ongoing Cooperation Intellectual Property School of El Salvador (EPI-CNR) - WIPO Academy

1. Intellectual Property for Strengthening the Surf Tourism Sector

General Objective: To promote and strengthen sectors related to surf tourism in El Salvador (entrepreneurs, SMEs, local authorities, and other institutions) through the effective use of the Intellectual Property ecosystem, to promote economic recovery.

The project is framed within the context of the WIPO Reconstruction Fund.



Effective Actions or Strategies:

Actions or strategies to improve the effectiveness and impact of technical assistance and capacity building:

- ✓ Focused on the needs of the members.
- ✓ Aligned with member's strategic priorities.
- ✓ Complementary or aimed at strengthening ongoing national projects (e.g., the Entrepreneurship World Cup).
- ✓ Political commitment from the beneficiary.
- ✓ Interinstitutional work.
- ✓ Coordination between WIPO and the member.
- ✓ Practical approach, giving utmost importance to implementation.
- ✓ Evaluation and monitoring.



Entrepreneurship
World Cup

EL SALVADOR



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Mundial de
Emprendimiento

Challenges and potential areas for improvement



Even in the best technical assistance implementation processes, there are challenges, which can be overcome provided there is commitment from actors. Some of these challenges include:

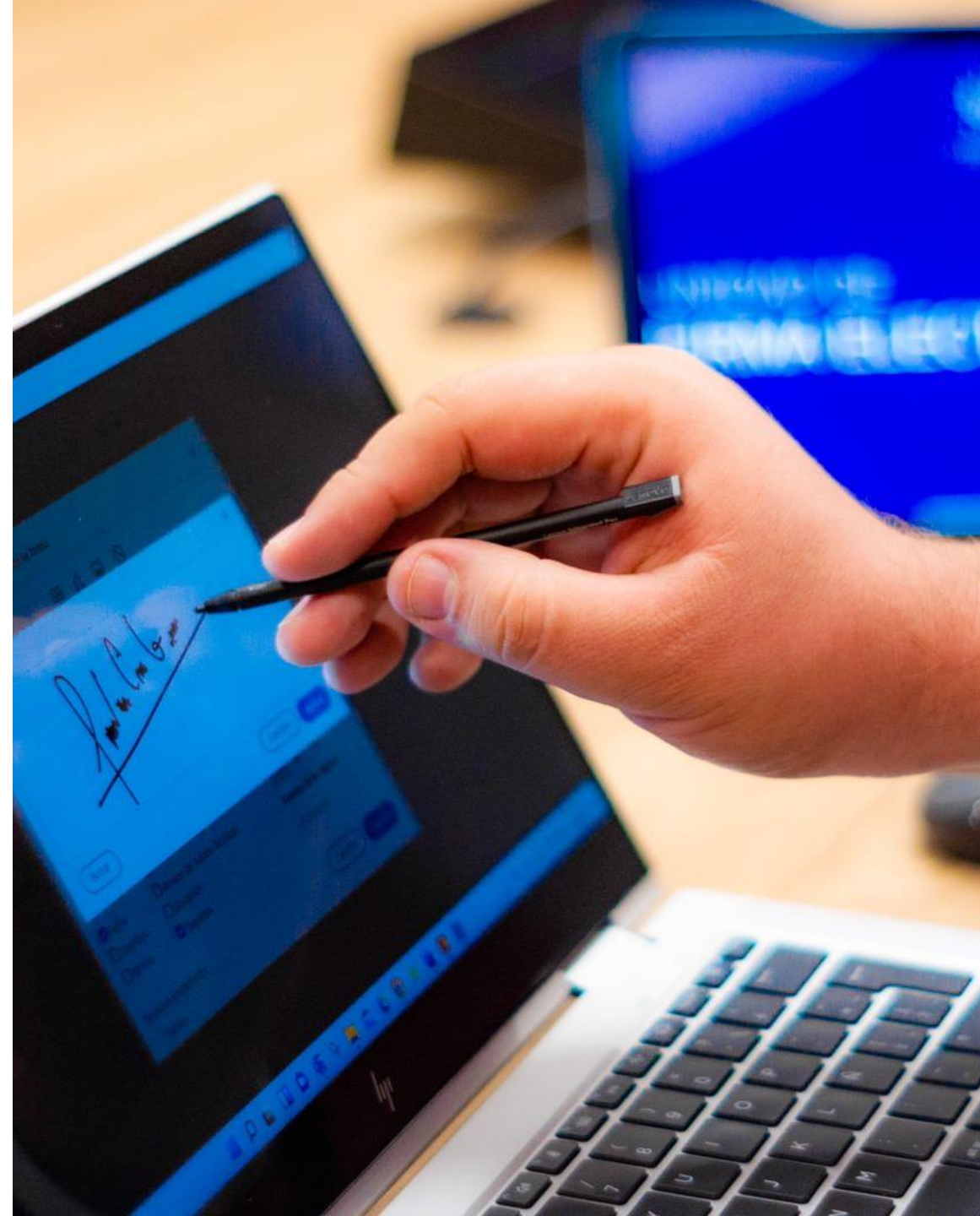
- Small teams.
- Coordination and alignment of interests among multiple institutions.
- Delays or impasses in the midst of project development or implementation processes.
- Scaling specific projects.

Impact of cooperation and technical assistance

Awareness raising and increased knowledge of Intellectual Property among companies, SMEs, small entrepreneurs, and the public in general.

Increase in the use of Intellectual Property tools and registration of rights (for example, trademarks, in the case of the PI mentoring project for women).

National impact projects such as the National Intellectual Property Strategy, which aims to contribute to the National Innovation Ecosystem and through the implementation of its actions, contribute to economic growth and sustainable development.





Improving the effectiveness of technical assistance and capacity building in Intellectual Property (IP) projects requires a comprehensive and results-oriented approach. By conducting thorough diagnostics, strengthening institutional capacities, adapting tools and materials, and conducting continuous evaluations, we can enhance the impact of our initiatives and promote sustainable development.

THANK YOU
