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Committee on Development and Intellectual Property

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ROADMAP ON PROMOTING THE USAGE OF THE WEB FORUM ESTABLISHED UNDER THE "PROJECT ON INTELLECTUAL PROPERTY AND TECHNOLOGY TRANSFER: COMMON CHALLENGES-BUILDING SOLUTIONS"

Document prepared by the Secretariat

1.   During its eighteenth session, held from October 31 to November 4, 2016, the Committee on Development and Intellectual Property requested the WIPO Secretariat to "promote the usage of the web forum established under the 'Project on Intellectual Property and Technology Transfer: Common Challenges-Building Solutions'."

2.   The Annex to this document contains a roadmap on how WIPO could promote the usage of the above-mentioned web forum.

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

[Annex follows]

I.   ANNEX

1.   The web forum established under the Development Agenda Project on Intellectual Property and Technology Transfer: "Common Challenges – Building Solutions" is intended to be an online community with a specific focus on topics related to technology transfer, open collaborative innovation, and capacity building. As such, promoting the web forum consists of two major elements: attracting and retaining users from the target audience(s) on the one hand and fostering interaction among and with these users on the other. Synergies exist between these two elements due to network effects, meaning that a more active community is more likely to attract and retain users and vice versa.

2.   The target audience of the web forum, as defined in the Development Agenda Project, includes "government officials in various areas and policy-makers, universities and research institutions, industry, IP experts and technology managers." This target audience and the services demanded by the target audience are likely to be diverse, though some degree of overlap may exist. Moreover, numerous services are already addressed to the target audience, competing with the web forum for the attention and contributions of the target audience.

>   *Possible Action 1:* As a first step, carry out an assessment of the target audience, offerings valued by the target audience, and services competing with the web forum and a review of the user experience with the web forum.

3.   Content is critical for attracting and retaining users from a target audience to an online community and fostering interaction among and with these users by offering them valuable information and seeding discussions. Content must be adapted to the target audience and be sufficiently dynamic to justify repeat visits.

>   *Possible Action 2:* As a second step, develop a content strategy based on the assessment and user experience review according to Action 1, taking into account existing activities and capacities within WIPO and evaluating the need for additional resources. The content strategy could identify specific types of professionally generated content to be produced for the web forum and user-generated content to attract to the web forum as well as the linkages between these types of content. The content strategy could also address issues such as effective form (including language, tone, and social norms) and map out required roles and workflows.

4.   Platforms provide the medium by which content can be presented and interaction with and among users in an online community can be facilitated. A number of different platforms exist for this purpose, including Wiki engines such as the Confluence software used for the web forum. These platforms offer different sets of front-end (user-facing) features as well as back-end (administrator-facing) features to manage users and content and create related workflows.

>   *Possible Action 3:* As a third step, establish technology requirements to effectively implement the content strategy according to Action 2 and to ensure efficient user and content management and identify platforms fulfilling these requirements, taking into account existing resources and capacities within WIPO.

>   *Possible Action 4:* As a fourth step, deploy the platform according to Action 3 and implement the content strategy according to Action 2.

5.   Existing communities can be leveraged to build an online community. The improved web forum could benefit from spillovers from existing online communities maintained by WIPO or other organizations. These online communities are organized around channels developed by

WIPO including its website, multi-stakeholder platforms (e.g. WIPO GREEN and WIPO Re:Search), social media (e.g. Facebook and LinkedIn), and email lists and may have significant overlap with the target audience for the web forum, in particular as they relate to technology transfer, innovation, and patents. Successful conversion would however require selection of appropriate channels and messages to effectively engage various segments of the target audience. The web forum could similarly benefit from association with existing offline communities established by WIPO (e.g. TISCs and participants in events related to technology transfer) as well as other organizations such as the Licensing Executives Society and Association of University Technology Managers.

> *Possible Action 5:* As a fifth step, develop a communication and promotion strategy to identify effective channels through which segments of the target audience mapped in the assessment according to Action 1 could be reached and determine specific actions to be taken, e.g. links on webpages, email and social media campaigns. An action that has already been taken is to create a link from the "Technology and Knowledge Transfer" webpage to the web forum.

> *Possible Action 6:* As a sixth step, seek partnerships with organizations that have established communities related to technology transfer to attract users to the web forum and improve the services offered by the web forum.

6.   WIPO may be in a position to redeploy existing resources to identify platforms fulfilling specified technical requirements, implement specific actions laid out in the content strategy and communications strategy, and forge partnerships with established communities related to technology transfer. However, additional resources are expected to be necessary in order to carry out the assessment of the target audience, offerings, and services and carry out the user experience review, determine technology requirements, devise the content strategy and communications strategy, and develop and maintain the new platform if existing platforms and tools are not found to be suitable.

[End of Annex and of document]