



#worldipday

## Guidelines for Case Studies/Profiles

Specific examples of how individual inventors, companies and other organizations are finding new innovative ways to tackle local environmental challenges – many of which are globally relevant – are a powerful reminder of our collective capacity to carve a pathway to a green future and the role that IP rights play in advancing that journey.

This year, WIPO is reaching out to its Member States and other stakeholders to invite them to share information about the remarkable people who are developing local solutions to global problems.

The bullet points below outline the suggested structure and points of information to be covered in developing a case study/profile for the campaign. Case studies may be sent to the World IP Day Team by e-mail ([worldipday@wipo.int](mailto:worldipday@wipo.int)). Selected case studies will be posted on the World IP Day web page. Member States may also wish to feature such case studies/profiles on their own campaign-related web pages.

- **Area/Sector** (e.g. agriculture, energy, transport, etc.)
- **Name of inventor(s)/entrepreneur(s)**
- **General details of the invention:**
  - Name of technology.
  - High-level description of the technology (i.e. what it does and how it works).
  - The problem the technology solves (if possible, include statistical and other information about the global challenge the technology addresses).
- **Innovation and Intellectual Property (IP) rights**

Comment from the inventor/entrepreneur on:

  - What inspired the invention/innovation.
  - How the innovation is protected with IP rights.
  - Why innovation is crucial in creating a green future.
  - Why it is important for inventors to protect their work with IP rights.
  - The greatest challenges encountered in developing the invention/innovation.
  - How policymakers can support innovation for a green future and why it is important to support innovators on this journey.



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- **A call to action:**

Ask the inventor(s)/entrepreneur(s) to make a call to action in support of:

- innovation for a green future; and
- the World Intellectual Property Day 2020 campaign.

- **Impact:**

Provide details of how the invention is being used and what impact it is having on the environment/people's lives.

- **Visuals:**

- Illustrate the case study/profile with a selection of high resolution photos (300 dpi).
- Do not forget to include Photo credit details (e.g. © [name of photographer/ company] or "Courtesy of [name of company], together with confirmation that WIPO may use the images for the purposes of promoting the World IP Day 2020 campaign.
- full HD video footage (if available – see notes on video production)
- any other visuals elements (e.g. graphs, infographics, posters, patent drawings, diagrams) that may be available.