



Active engagement with the national and local press is central to promoting World Intellectual Property Day messages and activities around the world.

Every year, the campaign presents all interested stakeholders with an opportunity to plan a communications effort targeting national, local and specialized media to raise awareness about their work and its relevance to the campaign theme, as well as to build interest in the campaign-related activities that are in view.

The goals of any communications effort will be shaped by the aims of the stakeholder and the needs and interests of the local audience. For example, communications may be planned around an **affirmatory celebration** of local efforts to promote greater use of the intellectual property (IP) system, highlighting examples that are relevant to the World Intellectual Property Day 2020 campaign theme – **Innovate for a Green Future**. Alternatively, public communications may have a stronger emphasis on IP education, seeking to sensitize key audiences to the importance of IP in fostering innovation and economic development, etc.

Stakeholders can tailor the World Intellectual Property Day 2020 theme – **Innovate for a Green Future** – to their local audience(s), using individual pitches to selected media and highlighting interesting events to draw in reporters more widely.

WIPO will support these efforts through its integrated, global communications effort by providing materials that stakeholders can adapt to amplify the campaign and its key messages in a coherent manner.

Sample timeline for delivery and use of the World IP Day press toolkit

January

The key messages of the 2020 World Intellectual Property Day campaign and other background materials are available online at: www.wipo.int/ip-outreach/en/ipday/.

We invite all stakeholders to use these materials as a foundation for their own World IP Day campaign-related press communications.



- making “save the date” announcements and publicizing other World IP Day-related information;
- arranging for the publication of editorials on campaign-related issues in national or local media;
- organizing interviews with high-profile personalities, local inventors or policymakers on campaign themes for publication in media outlets and publicizing them through social media channels (see note on Social Media Information and Resources).

WIPO will provide refined messages and data points, including any available regional or local information, related to the theme. This will allow stakeholders to publish a press communication on April 26, that is tailored to their audience and meeting their needs, while carrying a unified global message and look.

WIPO will release its own high-level communication on April 26, utilizing key campaign messages and data, targeting a general, global audience. We invite all stakeholders to amplify this global release via their social media and other communications channels.