Developing and Implementing IP Awareness and Outreach Strategy

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Presentation Outline

- Developing an IP Awareness Strategy
- Implementing IP Awareness and Outreach program
- Challenges in the implementation of IP Strategy
- Conclusion
Steps in Developing IP Awareness Strategy

1. Constitute a team to carry out the situation analysis
2. Prepare IP Awareness Tools questionnaires
3. Administer the questionnaires
4. Present findings to stakeholders
5. Develop IP Awareness Strategy
Constituting IP Team

- Get somebody with some knowledge on IP to be the team leader
- Members of the team to be given basis training on IP
- Preferably members of the team to be drawn from other divisions or departments
- Test the questionnaire amongst a few members to determine whether it needs some adjustment
Developing IP Tools (Questionnaire)

- Some of the questions to be included in the Questionnaire
- Level of knowledge on the existing IP Rights
- Knowledge of the office responsible for IP in the institution
- Existence of institutional policy documents on IP
- Any IP Applications in place
- Any IP that has been commercialized
- Any IP that has been lost- helps in creating IP awareness
- Any other suggestions
- Develop a target of raising the IP Awareness from the current percentage to a given percentage within a prescribed durations
Implementation of IP Awareness Strategy

- Develop strategies to address the issues found in the IP Awareness situation analysis.

- Establish IP/Technology Transfer office

- Provide the infrastructure and

- Recruit officers

- Introduce the officer to other staff

- The office to be clearly marked as IP Office/Technology Transfer Office
Implementation of IP Awareness Strategy

- Implemented through the IP/Technology Transfer office
- **Advertisements**: Brochures, Flyers, Online on institutional website
- **Developing an institutional IP Policy**: this is usually a lengthy process and by the time the policy is ready some level of IP awareness has been raised
Implementation of IP Awareness Strategy

- **Trainings and Capacity building:**
- Internal workshops: for targeted groups in the institution; lecturers, researchers, students, other members of staff
- External workshops: Allow officers to attend workshops and conferences on IP
- IP training for students
- IP Talks for students and staff
- IP topics for students
- Focus group discussions
Implementation of IP Awareness Strategy

- Introducing them to online IP sites such as WIPO
- Use of Technology Innovation Support Centers
Implementation of IP Awareness Strategy

- Filing of IP applications
  - Filing of IP applications provide some level of excitement to the inventor and management
  - This therefore enhances the level of IP Awareness
  - Inventors whose work have been filed become repeat clients and IP ambassadors in their department
Implementation of IP Awareness Strategy

- Integrating IP in the institutional framework
- Including IP matters in the performance contracts
- Introduction of IP Champions within institutions divisions or departments
- Inclusion of IP issues in collaborative research
- Incentives and rewards
  - Recognition of those officers who have filed
  - Recognition of those with granted IP rights
  - Inventor of the year
Challenges in Implementation of IP Awareness Strategy

- Inadequate funds allocated to IP activities
- Inadequate support from the management
- Inadequate staff in the IP office
- Researchers who are against IP protection
- Researchers against IP commercialization
- Researchers see IP office as a hindrance to their research work
- Mistrust between researchers and IP Office, (taking away of ideas)
Lessons learnt

- From experience,
- IP Awareness is a **continuous process** and should be included in the annual workplan
- At initial stages, the IP/Technology officer who will be constantly going to the researchers
- With time the researchers will start coming to the IP/Technology Transfer office
- The number of IP Applications will increase
Thank you

For more information

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