



UNIVERSITY OF THE WEST INDIES (UWI)



ONLINE WORKSHOP

WIPO/INN/POS/21/INF/1
ORIGINAL: ENGLISH
DATE: SEPTEMBER 16, 2021

Presentation of a Mapping Exercise under the Project on Intellectual Property (IP), Innovation and Sustainable Development for Small Island Developing States (SIDS): A Look at Innovation and Leveraging IP in the Blue Economy

organized by
the World Intellectual Property Organization (WIPO)

in collaboration with
the University of the West Indies (UWI)

and
the Japan Patent Office (JPO)

Online, September 23 and 24, 2021

PROGRAM

prepared by the International Bureau of WIPO

Thursday, September 23, 2021

8.30 – 9.00 **Introduction: Capture hearts and minds**

Purpose: Create an emotionally engaging first impression

- Start with a story about the Blue Economy in CARICOM
- Explain why we are here. What opportunities await us

Speakers/Facilitators: Mr. Paul Regis, Counsellor, Division for
Latin America and the Caribbean, World
Intellectual Property Organization (WIPO),
Geneva

Mr. Brownrygg Woolls, Innovation
Consultant, United States of America

9.00 – 9.30 **Welcome addresses by:**

A representative of WIPO

A representative of the University of the West Indies (UWI)

Purpose: Demonstrate credibility of initiative from key stakeholders

9.30 – 10.30 **Create Culture of Safety and Align Stakeholders on Our Collective Process**

Purpose: Cultivate the foundations of a forum based on safety and belonging for maximum collaboration potential

- Break barriers to collaboration: The importance of relationships
- Go through MURAL application and play the movie genre game (place a sticky note with their favorite movie in a genre bubble in MURAL)

Flash Breakout room exercise

- Session on, two minutes break out rooms
- Incorporate a “disrupts” game

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich, Innovation
Consultant, Stuttgart, Germany
(MURAL Whiteboard, facilitator)

10.30 – 10.50 **Presentation of Empathy Map Findings (stakeholders, challenges, insights, patterns and opportunities)**

Purpose: Give logical arguments that support the golden thread of story being told

- Share key findings
- Conclude with most pressing problem/opportunity
- Propose mutually agreed upon definition of "Blue Economy"
- Go through some recommendations

Speaker: Dr. Ruel Ellis, Consultant, Lecturer UWI,
Port of Spain

10.50 – 11.15 **Intent Statement and How Might We (HMW) Statement**

Purpose: Connect Intent and HMW Statement with the Story

- Share our Intent Statement and HMW Statement
- Explain breakout sessions and how they will work

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich, Innovation
Consultant, (MURAL Whiteboard, facilitator)

11.15 – 11.40 **First Break-out Ideation Session**

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Give specific ideation prompt. For example: Imagine you are the Chief Executive Officer (CEO) of amazon. Imagine you are Walt Disney brainstorming this problem

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

11.40 – 12.00 **Session Wrap Up**

Purpose: Bring day to a comfortable close, get stakeholders excited for the next day

- Consolidate experience and get feedback
- Share what's in store for them to experience tomorrow

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

Friday, September 24, 2021

8.30 – 9.15 **Welcome everyone: Capture hearts and minds**

Purpose: Create an emotionally engaging first impression

- Remind them about the story of the Blue Economy in CARICOM
- Explain why we are here. And what opportunities await
- Recap yesterday's activities

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

9.15 – 10.00 **Reminder of Culture of Safety**

Purpose: Cultivate the foundations of a forum based on safety and belonging for maximum collaboration potential

- Break barriers to collaboration: The importance of relationships
- Play creative collaboration “arm up” game

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

10.00 – 10.15 **Review Intent Statement and HMW Statement**

Purpose: Start gathering as many ideas as possible from the HMW statement

- Go over Intent Statement
- Go over HMW Statement

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

10.15 – 10.30 **Second Break-out Ideation Session**

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Propose a different ideation prompt

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

10.30 – 10.45 Third Break-out Ideation Session

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Propose a different ideation prompt

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

10.45 – 11.00 Fourth Break-out Ideation Session

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Propose a different ideation prompt

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

11.00 – 11.15 Fifth Break-out Ideation Session

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Propose a different ideation prompt

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

11.15 – 11.30 Sixth Break-out Ideation Session

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Propose a different ideation prompt

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

11.30 – 11.45 **Seventh Break-out Ideation Session**

Purpose: Start gathering as many ideas as possible from the HMW statement

- Break out into smaller groups
- Propose a different ideation prompt

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

11.45 – 12.15 **An Exciting Conclusion to Part 1: Remind them of where we have been and create a “cliff hanger” of what’s next**

Purpose: Recapture their imagination and create an EMOTIONAL incentive for them to join the next workshop

- Brief review of what we’ve accomplished
- Remind them of the journey we are on
- Entice them to come to the next workshop with strategic incentives

Speakers/Facilitators: Mr. Brownrygg Woolls

Ms. Sabrina Goerlich

12.15 End of Workshop

[End of document]