

Committee on Development and Intellectual Property (CDIP)

Twenty-Third Session
Geneva, May 20 to 24, 2019

Updated Costing of Roadmap on Promoting the Usage of the Web Forum
Established under the “Project on Intellectual Property and Technology Transfer:
Common Challenges – Building Solutions” and its Integration into the New Wipo
Inspire Platform

Document prepared by the Secretariat

1. During its twenty-second session, held from November 19 to 23, 2018, the Committee on Development and Intellectual Property (CDIP) discussed document CDIP/22/5 on the Updated Costing of the Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions”. The document provided a corresponding list of possible actions and updated costing based on implementing the actions initially presented in document CDIP/21/6, within WIPO’s eTISC platform. The Committee requested the Secretariat “to provide further details and the costing for customizing and integrating the Web Forum in WIPO’s Intellogist platform that is currently under development for consideration at its 23rd session.”

2. The Annex to this document provides the requested details on the proposed integration of the Web Forum in the WIPO INSPIRE platform (previously referred to as Intellogist).

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

[Annex follows]

1. It is recalled that, the Delegations of the United States, Australia and Canada submitted to the eighteenth session of the CDIP a Joint Proposal on activities related to Technology Transfer (Annex I, document CDIP/18/6 Rev.). The Committee agreed to go forward with items 1, 2, 3, 4 and 6 of that proposal.

2. Item 4 stated the following: “we propose that the Secretariat promote the usage of the web forum established under the “Project on Intellectual Property and Technology Transfer: Common Challenges-Building Solutions” as it is a useful tool to address Member States questions and issues related to technology transfer. The Secretariat should also establish a link to the web forum from the WIPO Technology Transfer webpage (noted in item 1)”.

3. In response to above request, a document containing the Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” (document CDIP/20/7) has been presented for the Committee’s consideration at its twentieth session. The Secretariat was further requested to prepare an estimate of the costs involved in implementing the possible actions indicated in the Roadmap.

4. At its twenty-first session, the Committee discussed the Costing of the Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” contained in document CDIP/21/6, and requested the Secretariat to revise the Roadmap and Costing in the case of using an existing platform, such as WIPO’s eTISC platform. Hence, at its twenty-second session, while discussing the updated costing, the Committee requested the Secretariat to provide further details and the costing for customizing and integrating the Web Forum in WIPO’s INSPIRE (previously referred to as Intellogist) platform that is currently under development.

5. The Roadmap on Promoting the Usage of the Web Forum Established under the “Project on Intellectual Property and Technology Transfer: Common Challenges – Building Solutions” contained in document CDIP/20/7, indicated the following possible actions to promote the usage of the web forum established under the said Development Agenda project:

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.

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.

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.

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. The option exists to omit establishing technology requirements and identifying platforms fulfilling these requirements according to Action 3. The platform deployed according to Action 4 would be a specific existing media platform used by WIPO, namely the eTISC social media platform.

7. Exercising this option would eliminate the cost of implementing Action 3 but could potentially impose constraints on: (i) the degree to which the platform deployed according to Action 4 could respond to the finding of the assessment and user experience review according to Action 1; and (ii) the specific types of professionally generated content identified in the content strategy according to Action 2. These constraints would be imposed by the limited customization options available within the eTISC social media platform.

8. Deploying the platform according to Action 4 would consist of customizing the eTISC social media platform within the limited scope available within the platform, taking into account the results of the assessment and user experience review according to Action 1 and the content strategy according to Action 2. The first updated costing of Roadmap on promoting the web forum contained in document CDIP/22/5, comprised the following possible actions:

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.

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, taking into account the limited customization options available in the eTISC social media platform. The content strategy could also address issues such as effective form (including language, tone, and social norms) and map out required roles and workflows.

Possible Action 3: As a third step, customize the eTISC social media platform and implement the content strategy according to Action 2.

Possible Action 4: As a fourth 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.

Possible Action 5: As a fifth 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.

9. The cost of implementing Action 3, specifically implementing the content strategy, would be possible to estimate only once Action 2, namely developing a content strategy, was completed, due to task dependencies. The scope of improved content to be created could vary substantially according to the content strategy, as would the resource requirements associated with creating this content.

10. The cost of maintaining the results of Action 4, specifically implementing communications and promotion activities, would be possible to estimate only once Action 4, namely developing a communications and promotion strategy, was completed. The scope of communications and promotion activities could vary substantially according to the communications and promotion strategy, as would the resource requirements associated with implementing these activities.

11. The cost of implementing Action 5, specifically seeking (and developing) partnerships for content, platforms, and communication and promotion, would be possible to estimate only once Actions 2, and 4, namely developing a content strategy, and developing a communications and promotion strategy, respectively, were completed. The scope and nature of these partnerships would be determined by the value added by the partnerships in supporting content creation, platform development, and communication and promotion.

12. The above Possible Actions would require the hiring of external experts in the field of digital communications analysis, strategy and content creation and estimated to be 90,000 Swiss francs and are expected to take 12 months to implement from the time of project approval as indicated in document CDIP/22/5.

The alternative proposal

13. An alternative to the initial (document CDIP/21/6) and revised (CDIP/22/5) Roadmaps would be to migrate the content from the Web Forum to the eTISC platform only. This alternative would leverage the website administration and moderation provided for the eTISC platform as a whole and the existing traffic to the eTISC platform. All Possible Actions included in the initial and revised Roadmaps, designed to foster user engagement and creation of user-generated content, would be omitted. No additional resources are expected to be required to implement this alternative.

14. The eTISC platform is expected to be integrated into the WIPO Index of Specialized Patent Information Reports (INSPIRE) platform, formerly WIPO Intellogist, in 2019. No additional resources are expected to be required to those already indicated to implement the initial or revised Roadmaps or the alternative to the initial and revised Roadmaps within an integrated platform as compared to integrating it into the existing stand-alone eTISC platform, beyond the resources specific to the Roadmaps and alternative themselves.

[End of Annex and of document]