

Committee on Development and Intellectual Property (CDIP)

Twenty-Fifth Session
Geneva, November 9 to 13, 2020

REVISED PROJECT PROPOSAL SUBMITTED BY THE REPUBLIC OF INDONESIA
AND THE UNITED ARAB EMIRATES ON PROMOTING THE USE OF INTELLECTUAL
PROPERTY IN DEVELOPING COUNTRIES IN CREATIVE INDUSTRIES IN THE
DIGITAL ERA

prepared by the Secretariat

1. In a *Note Verbale* dated March 16, 2020, to the Secretariat, the Permanent Mission of the Republic of Indonesia to the United Nations, World Trade Organization, and other international organizations at Geneva submitted a project proposal on Promoting the Use of Intellectual Property (IP) in Developing Countries in Creative Industries in the Digital Era, for consideration at the twenty-fifth session of the CDIP. In the above-mentioned *Note Verbale*, the Permanent Mission requested the Secretariat to “review and complement the above-mentioned proposal, including with a budgetary requirement plan”.

2. The *Note Verbale* together with the revised project proposal are contained in the Annexes hereto.

3. *The Committee is invited to consider the Annexes hereto.*

[Annexes follow]



PERMANENT MISSION
OF THE REPUBLIC OF INDONESIA
TO THE UNITED NATIONS, WTO AND
INTERNATIONAL ORGANIZATIONS IN GENEVA

No. 30/POL1/111/2020

The Permanent Mission of the Republic of Indonesia to the United Nations, World Trade Organization, and Other International Organizations in Geneva presents its compliments to the World Intellectual Property Organization (WIPO) and has the honour to convey, attached herewith, a new Development Agenda project (DA project) proposal for consideration at the upcoming 25th Session of the Committee on Development and Intellectual Property on 18-22 May 2020.

The Government of the Republic of Indonesia is of the view that the proposed project *"Promoting the Use of Intellectual Property in Developing Countries for Creative Industries in the Digital Era"* will help strengthen and cultivate the creative industries by improving the quantitative and qualitative use of the intellectual property system by local businesses, as well as increase the capacity of intellectual property authorities of participating countries in this digital era.

In this regard, the Permanent Mission of the Republic of Indonesia would also like to seek the good offices of the WIPO Secretariat to review and complement the above-mentioned proposal, including with a budgetary requirement plan, to ensure its expedient adoption by WIPO Members at the Committee on Development and Intellectual Property.

The Permanent Mission of the Republic of Indonesia to the United Nations, World Trade Organization, and Other International Organizations in Geneva avails itself of this opportunity to renew to the World Intellectual Property Organization the assurances of its highest consideration.

Geneva, 16 March 2019



World Intellectual Property Organization (WIPO)
In Geneva, Switzerland

Cc: Chair of the Committee on Development and Intellectual Property

[Annex II follows]

REVISED PROJECT PROPOSAL FROM THE DELEGATIONS OF INDONESIA AND THE UNITED ARAB EMIRATES

PROJECT PROPOSAL

1. SUMMARY	
<u>Project Code</u>	DA_1_4_10_12_19_24_27_01
<u>Title</u>	<i>Promoting the Use of Intellectual Property (IP) in Developing Countries in Creative Industries in the Digital Era</i>
<u>Development Agenda Recommendations</u>	1, 4, 10, 12, 19, 24 and 27
<u>Brief Description of Project</u>	The proposed project aims at strengthening the creative industries through enhancing the use of IP by using the IP system by local businesses, as well increasing the capacity of IP authorities of participating countries in light of changes in the digital era. In particular, the project aims at: (1) enabling creative industries stakeholders to protect, manage, exploit, and enforce intellectual property rights (IPRs) to support the marketing of creative and cultural products and services, and (2) building networks between local creative industries in order to facilitate transfer of information, cooperation, and growth.
<u>Implementing Program</u>	Implementing program : Program 3 Related programs: Program 2, Program 17 and Program 30
<u>Links to other related Program(s)/ DA Project(s)</u>	DA_8_01, DA_8_02, DA_19_30_31, DA_16_20_01 and DA_16_20_02, DA_16_20_03

<p><u>Links to Expected Results in the Program and Budget</u></p>	<p>III.2 Enhanced human resource capacities able to deal with the broad range of requirements for the effective use of IP for development in developing countries, LDCs and countries with economies in transition.</p> <p>IV.2 Enhanced access to, and use of, IP information by IP institutions and the public to promote innovation and creativity.</p> <p>III.6. Increased capacity of SMEs, universities and research institutions to successfully use IP to support innovation.</p>
<p><u>Project Duration</u></p>	<p>24 months</p>
<p><u>Project Budget</u></p>	<p>795.000 Swiss francs: 535,000 non-personal and 260,000 personal costs.</p>
<p>2. PROJECT DESCRIPTION</p>	
<p>2.1. <u>Introduction to the issue</u></p>	
<p>The creative industries are among the most rapidly growing industries in many economies, including in developing countries. These industries encourage creativity, technology, culture and innovation while also fostering economic growth and providing opportunities for employment. With advancement in technology especially the digital revolution, education and innovation, creative and knowledge-based industries have emerged as among the dynamic sectors of the global economy.</p> <p>The creative economy is also an important part of the global trade. According to the report published by UNCTAD “the global market for traded creative goods and services totaled \$547 billion in 2012. Cross border trade of creative goods has shown sustained growth in the last decade. Growth rates stood at 8.6 per cent annually from 2003 to 2012.”¹</p> <p>Creative industries grow and thrive as liaison among culture, economy, and technology. Innovation in these industries is often a collaborative process that involves many different actors and stakeholders with specific IP needs. The IP system has always been identified as one of the key policy instruments for creative industries. Creative industries are those industries, “which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”², and need to be able to fully utilize the IP system. Actors in the industry often generate products that involve one or a combination of different types of IP rights, including copyright, designs, trademarks, and sometimes patents.</p> <p>Certainly, one of the most pressing challenges existing today in the creative economy is how to enhance the use of IP in the development of the creative economy for sustained socio-</p>	

¹ Creative Economy Outlook and Country Profiles: Trends in international trade in creative industries, UNCTAD 2015, https://unctad.org/en/PublicationsLibrary/webditcted2016d5_en.pdf

² Definition provided by the Department of Culture, Media and Sport, United Kingdom, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/523024/Creative_Industries_Economic_Estimates_January_2016_Updated_201605.pdf

economic development. There is an urgent need to focus more attention on educating and training relevant stakeholders on how to protect, manage, exploit and enforce IPRs within the creative industries. The creative industries represent a diverse and complex area where large knowledge gaps exist. They consist of many, and highly diverse, stakeholders, from traditional cultural and craft industries that are dominated by Micro, Small, and Medium Enterprises (MSMEs) to new digital businesses.

The need to be able to fully utilize the IP system has become even more critical in the digital era. Digitalization and the advancement of information technology have opened more opportunities and presented new challenges to the creative industries. They have changed the way creative products and services are being created, produced, marketed, distributed, and consumed. Increased digitization has reduced entry barriers and created opportunities for all nations to participate in the global creative economy. Online access to information and research, increase in interconnectivity, and the participation of the creative industry itself in the digital era, has allowed creative businesses to market goods and services to a wider and more diverse audience. The digital age has also enabled talents from all around the world to work together and generate more ideas and products than ever.

The increased opportunities for cooperation brought about by digitization has created a pressing need for the creative sectors to understand how to protect ideas and innovation as well as how to share it through licensing agreements or other means of collaboration. However, the digital era also presents its own unique challenges to creative businesses, especially in the field of intellectual property. The prevalence of online platforms, particularly those relating to e-commerce, have increased the need for brand name and design recognition, which require the use of trademarks and industrial designs. Another critical challenge that is presented by the digital era is the need to ensure strong enforceability of IPRs. Increased connectivity may pose risks to stakeholders who have low digital literacy and have not undertaken measures to protect their IP. Infringements of IPRs and counterfeits of brands, trademarks and product designs, for instance, would cause loss of profits, and have more intangible but real effects such as loss of reputation.

Meanwhile, opportunities presented are often underused by creative enterprises especially those in developing countries. Both local authorities or national governments and private businesses in developing countries generally have lower digital literacy compared to their peers in developed countries, still rely on offline marketing and physical distribution with almost non-existent branding strategies, which limits the accessibility of potential markets and information.

There are therefore two interrelated primary objectives that need to be addressed in promoting and strengthening the creative industries in developing countries. The first is building the capacity of local creative industries and of national authorities, including IP offices, to use and leverage IP tools and implement strategies to add value that differentiates their creative products and services, and to diversify their economic activities in the digital era. The second, which is of crucial importance to enable the implementation of the first, is building networks between local creative industries in order to facilitate transfer of information, cooperation, and growth.

For the purposes of the project, creative industries may cover, but are not limited to, the following sectors: mobile applications and games, architecture, interior design, visual communication design, product design, fashion, film, animation & video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts and radio broadcasting among others.

For the implementation of this project, it is proposed that each participating country establishes the priority creative sector(s) to be targeted during the implementation of the project.

2.2. Objectives

The proposed project aims at strengthening the creative industries of participating countries, with the following two main objectives:

- I. Build the capacity of local businesses involved in creative industries and of national authorities, including IP offices, to use and leverage IP tools and strategies to add value that differentiates their products and services, and to diversify their economic activities according to the requirements by the transition to digitalization; and
- II. Establish networks between local stakeholders of the creative industry sector, in order to facilitate transfer of information, cooperation, and growth.

In particular, the project aims to:

- (a) Gain an understanding of the causes and scope for the underutilization of the IP system in the creative industries in participating countries;
- (b) Develop strategic guidelines on how the IP system can be utilized to support the unique creative industries' ecosystems in each participating country, in particular in relation to IP protection, management, exploitation, and enforcement;
- (c) Create national Centers for Creative Industries ("CCIs") representing government agencies (IP Office, Creative Economy agencies, and other relevant agencies, if available and as appropriate) as well as creative enterprises and lawyers. Their primary responsibilities will be to ensure the project's sustainability after its completion, and among others, to:
 - (i) Help coordinate initiatives and joint public-private projects relating to IP awareness for creative industries;
 - (ii) Become the primary coordinator and initiator of events, including seminars and workshops, aimed at educating, empowering, and strengthening networks between creative industry stakeholders for IP management and exploitation strategies; and
 - (iii) Disseminate relevant information on IP, to businesses in the creative industries;
- (d) Strengthen inter- and intra-industry networks among stakeholders in the creative industries to facilitate collaborations and transfer of knowledge, including through the organization of networking events and gatherings.
- (e) Establish training and educational programs, including but not limited to seminars and workshops, to raise awareness on issues such as:
 - (i) The role the IP system can play in fostering creativity and innovation of ideas;

(ii) The IP registration processes and its role for maximizing income streams to creative industries stakeholders’;

(iii) The need to respect and enforce intellectual property, which is the main intangible asset of most creative enterprises.

(f) Support the establishment of creative industries infrastructure at national and regional levels, where appropriate, to facilitate the operation of IP-based transactions or the use of the IP system for business.

2.3. Delivery Strategy

The project objectives will be achieved through the following outputs and activities:

Output 1 – Better understanding of the current situation in the participating countries on the use of IPRs by the creative industries.

Activities:

(a) Elaborate a scoping study in participating countries on the use of the IP system by creative businesses, as well as the causes and scope for the underutilization of the IP system;

(b) Collect good practices, models and examples of programs and initiatives designed to support creative businesses using good IP management and enforcement of IPR;

Output 2 – Mapping of the current situation of creative industries in the four participating countries.

Activities:

(a) Collect information on the existing IPR registration processes, as well as on issues that the creative industries are facing with regards to IP protection, especially those relating to their access to, and use of, the IP system, as well as protection and commercialization of creative IPs in the four countries;

(b) Summarize the existing issues with national IP management by national authorities, including but not limited to IP offices;

Output 3 – Training materials for creative industry stakeholders on IP protection, management, exploitation and enforcement, as well as digital marketing that are tailored for the prioritized creative industry sectors.

Activities:

(a) Develop materials and deliver capacity building activities, tailored for governments on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems;

- (b) Develop materials and deliver capacity building activities, tailored for the creative industry sectors prioritized by each participating country. The materials should cover how to identify, manage and enforce IP rights as business assets in their particular sectors;
- (c) Hold trainings for stakeholders of creative industry sectors on digital marketing and other areas related to digitalization.

Output 4 – Increased awareness of local governments and businesses in creative industries on the importance of utilizing the IP system and improved capacity to make informed strategic choices relating thereto.

Activity:

- (a) Establish national CCIs in each participating country;
- (b) Create an information channel for the dissemination of knowledge concerning collaboration opportunities, IP protection, and IP management;
- (c) Hold national events in each of the participating country for businesses in the creative industries aimed at increasing awareness on the importance of IP protection, IP management, and IP strategies for businesses;
- (e) Create a training material, and deliver capacity building activities, tailored for representatives of the national authorities, including but not limited to IP offices; on ways in which IP management and enforcement can be used to enhance the creative industries' policy strategies to increase accessibility to, and the use of, the IP system; and improve the overall management of IP systems.

Output 5 – Established national and regional networks, providing mentorship opportunities, where possible, amongst stakeholders in the creative industries.

Activities:

- (a) Create a Roster of names, portfolios, and contacts of potential mentors and mentees which are accessible (online and offline);
- (b) Hold two networking events connecting members of said networks in each participating country;
- (c) Established national coordination and regional hubs for business industries.

Four (4) developing countries and/or LDCs with potential growth in creative industries will be chosen for the pilot project. The selection of two pilot countries, in addition to Indonesia and the UAE, will be based on the following criteria:

1. Appointment of national coordinator who will act as the country's institutional representative;
2. Existence of a national framework for IP protection;
3. Existence of a larger number of creative businesses whose products fit into the IP criteria;

4. Preferably, existence of national or local associations or organizations dedicated to supporting creative businesses, and/or government institutions responsible for said industries;
5. Expression of interest by the Member State's IP bodies;
6. Commitment of the participating countries to dedicate the necessary resources for the effective implementation of the project and its sustainability; and
7. Actual need to support creative industries in accessing and understanding the IP system.

In addition, the pilot countries will be selected with a view to ensuring geographical balance and diversity in socio-economic development.

Member States interested in participating in the project as pilot countries will submit a proposal containing a brief description of the elements mentioned above.

The selection process will enable the project team to assess the commitment and the actual capacities of prospective candidates to invest time and resources in the process.

2.4. Potential risks and mitigating measures

Risk 1: There may be no established national network of the creative industries that is linked with the IP system.

Mitigation 1: The project manager will engage with relevant government agencies and integrate the implementation of the project along with government's current priorities in the development of creative industries;

Risk 2: Businesses may see no real benefit from utilizing the IP system.

Mitigation 2: Thorough assessment should be done of the type of businesses done by local players as well as market conditions prior to choosing countries.

3. REVIEW AND EVALUATION

3.1. Project Review Schedule

The project will be reviewed once a year with a progress report submitted to the CDIP. At the end of the project, an independent evaluation will be carried out and its report will be submitted to the CDIP.

3.2. Project Self-Evaluation

Project Outputs

Indicators of Successful Completion (Output Indicators)

1. Better understanding of the current situation in the participating

- Final Scoping Studies in the participating countries on the use of the IP system by creative businesses, as well as the causes and scope for

<p>countries on the use of IPRs by the creative industries.</p>	<p>the underutilization of the IP system, validated by beneficiary countries' local focal points and WIPO Secretariat.</p> <ul style="list-style-type: none"> ▪ 4 Collections of good practices, models and examples of programs and initiatives designed to support creative businesses using good IP management and enforcement of IPR, elaborated;
<p>2. Mapping of the current situation of creative industries in the four participating countries.</p>	<ul style="list-style-type: none"> ▪ Information collected on the existing IPR registration processes, as well as on issues that the creative industries are facing with regards to IP protection, especially those relating to their access to, and use of, the IP system, as well as protection and commercialization of creative IPs, elaborated; ▪ Summary on the existing issues with national IP management by national authorities, including but not limited to IP offices, elaborated.
<p>3. Training materials for creative industry' stakeholders on IP protection, management, exploitation and enforcement, as well as on digital marketing, that are tailored for the prioritized creative industry sectors.</p>	<ul style="list-style-type: none"> ▪ 4 training materials, and capacity building activities, tailored for governments on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems, developed; ▪ 4 training materials, and capacity building activities, tailored for the creative industry sectors prioritized by each participating country, developed; ▪ Trainings for stakeholders of creative industry sectors on digital marketing and other areas related to digitalization, developed and held in 4 participating countries.
<p>4. Increased awareness by local governments and businesses in creative industries on the importance of utilizing the IP system, and capacity to make informed strategic choices relating thereto.</p>	<ul style="list-style-type: none"> ▪ National CCIs in each participating country put in place; ▪ An information channel for the dissemination of knowledge concerning collaboration opportunities, IP protection, and IP management established in each participating country; ▪ National events for businesses in the creative industries aimed at increasing awareness on the importance of IP protection, IP management, and IP strategies for businesses, successfully held in each of the participating country;

	<ul style="list-style-type: none"> ▪ 4 training materials, and capacity building activities, tailored for representatives of the national authorities, including but not limited to IP offices, on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems, successfully developed and disseminated.
<p>5. Established national and regional networks, providing mentorship opportunities, where possible, amongst stakeholders in the creative industries.</p>	<ul style="list-style-type: none"> ▪ A Roster of names, portfolios, and contacts of potential mentors and mentees which are accessible (online and offline) put in place; ▪ 2 networking events connecting members of said networks in each participating country, successfully held; ▪ National coordination and regional hubs for business industries, successfully established.

<i>Project Objective</i>	<i>Indicators of Success in Achieving Project Objective (Outcome Indicators)</i>
<p>1. Build the capacity of local businesses involved in creative industries and of national authorities, including IP offices, to use and leverage IP tools and strategies to add value that differentiates their products and services, and to diversify their economic activities according to the requirements by transition to digitalization.</p>	<ul style="list-style-type: none"> ▪ 80% satisfaction by participants in the capacity building activities conducted in the framework of the said project; ▪ 70% of participants reported a better understanding of the potential contributions of IP for the creative industries.
<p>2. Establish networks between local stakeholders of the creative industry sector, in order to facilitate transfer of information, cooperation, and growth.</p>	<ul style="list-style-type: none"> ▪ Number of participants in national events and networks created in the implementation of the project; ▪ Establishment of CCIs in participating countries; ▪ Number of people registered in the Roster; ▪ Availability to access and use of the main outputs developed during the project after its completion, in particular the training materials.

[Annex III follows]

4. IMPLEMENTATION TIMELINE³

Activity ⁴	Quarter							
	Year 1				Year 2			
	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Pre-implementation activities ⁵ : <ul style="list-style-type: none"> • selection of pilot countries; • appointment of national coordinator who will act as the country's institutional representative; and • establishment of a project team. 								
Identify national focal points, stakeholders, relevant institutions, organizations and individuals active in the field, as well as potential mentors, leading local business in the industries, etc.	x							
Elaborate a scoping study in the participating countries on the use of the IP system by creative businesses, as well as the causes and scope for the underutilization of the IP system		x	x	x				
In each participating country, collect good practices, models and examples of programs and initiatives designed to support creative businesses using good IP management and enforcement of IPR		x	x					
In each participating country, collect information the existing IPR registration process, as well as issues that the creative industries are facing with regards to IP protection, especially those relating to their access to and use of the IP system, as well as protection and commercialization of creative IPs in the four countries		x	x					
Summarize the existing issues with national IP management by national authorities, including but not limited to IP offices		x	x					

³ The current timeline is prepared based on the assumption that there will be no further restrictions related to public health. This timeline however, might be revised in the future to comply with any restrictions related to the COVID-19 pandemic.

⁴ Implementation will start once all beneficiary countries of the projects have been selected and focal points have been appointed in each of them.

⁵ The effective implementation of project is foreseen to start in January 2022, while the pre-implementation activities would start at the end of 2021.

Develop materials, and deliver capacity building activities, tailored for governments on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems		x	x	x				
Develop materials, and deliver capacity building activities, tailored for the creative industry sectors prioritized by each participating country. The materials should cover how to identify, manage and enforce IP rights and business assets for their particular sectors		x	x	x				
Hold trainings for stakeholders of creative industry sectors on digital marketing and other areas related to digitalization				x	x	x		
Establish national CCIs in each participating country			x	x				
Create an information channel for the dissemination of knowledge concerning collaboration opportunities, IP protection, and IP management			x	x	x			
Hold national events in each of the participating country for businesses in the creative industries aimed at increasing awareness on the importance IP protection, IP management, and IP strategies for businesses				x	x	x		
Create a training material, and deliver capacity building activities, tailored for representatives of the national authorities, including but not limited to IP offices, on ways in which IP management and enforcement can be used to enhance the creative industries' policy strategies to increase accessibility to, and the use of, the IP system; and improve the overall management of IP systems.				x	x	x		
Create a Roster of names, portfolios, and contacts of potential mentors and mentees which are accessible (online and offline)					x	x	x	
Hold two networking events connecting members of said networks in each participating country						x	x	
Establish a national coordination and regional hubs for business industries.						x	x	
Evaluation Report								x

5. TOTAL RESOURCES BY OUTPUT⁶

Project outputs	Year 1		Year 2		Total
	Personnel	Non-personnel	Personnel	Non-personnel	
Elaborate 4 scoping studies (one in each participating country) on the use of the IP system by creative businesses, as well as the causes and scope for the underutilization of the IP system		40,000			40,000
4 Collections of good practices, models and examples of programs and initiatives designed to support creative businesses using good IP management and enforcement of IPR, elaborated		20,000			20,000
Undertake 4 ⁷ assessments to collect information on the existing IPR registration processes, as well as on issues that the creative industries are facing with regards to IP protection, especially those relating to their access to and use of the IP system, as well as protection and commercialization of creative IPs		40,000			40,000
Develop 4 training materials, and capacity building activities, tailored for governments on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems		60,000			60,000
Develop 4 training materials, and capacity building activities, tailored for the creative industry sectors prioritized by each participating country		60,000			60,000
Organize trainings for stakeholders of creative industry sectors on digital marketing and other areas related to digitalization, developed and held in 4 participating countries.				80,000	80,000

⁶ The current budget is prepared based on the assumption that there will be no further restrictions related to public health. This budget however, might be revised in the future to comply with any restrictions related to the COVID-19 pandemic. In that case, the budget allocated to capacity building activities and / or travel will be reduced accordingly.

⁷ 4 i.e. one in each participating country.

Develop an information channel for the dissemination of knowledge concerning collaboration opportunities, IP protection, and IP management established in each participating country				40,000	40,000
Organize 4 national events for businesses in the creative industries aimed at increasing awareness on the importance of IP protection, IP management, and IP strategies for businesses, successfully held in each of the participating country				80,000	80,000
Develop 4 training materials, and capacity building activities, tailored for representatives of the national authorities, including but not limited to IP offices, on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems				60,000	60,000
Hold 2 networking events connecting members of said networks in each participating country				40,000	40,000
Evaluation				15,000	15,000
Total personnel⁸	130,000		130,000		260,000
Total non-personnel		220,000		315,000	535,000
Total	130,000	220,000	130,000	315,000	795,000

⁸ Full time P2-level staff.

6. NON-PERSONNEL RESOURCES BY COST CATEGORY

Activities	<i>(Swiss francs)</i>							Total
	Travel, Training and Grants			Contractual Services				
	Staff Missions	Third-party Travel	Training and related travel grants	Conferences	Publishing	Individual Contractual Services	Other Contractual Services	
Elaborate 4 ⁹ scoping studies (one in each participating country) on the use of the IP system by creative businesses, as well as the causes and scope for the underutilization of the IP system		20,000				20,000		40,000
4 Collections of good practices, models and examples of programs and initiatives designed to support creative businesses using good IP management and enforcement of IPR, elaborated						20,000		20,000
Undertake 4 assessments to collect information on the existing IPR registration processes, as well as on issues that the creative industries are facing with regards to IP protection, especially those relating to their access to and use of the IP system, as well as protection and commercialization of creative IPs	20,000					20,000		40,000

⁹ 4 i.e. one in each participating country

Develop 4 training materials, and capacity building activities, tailored for governments on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems	20,000			12,000		20,000	8,000	60,000
Develop 4 training materials, and capacity building activities, tailored for the creative industry sectors prioritized by each participating country	20,000			20,000		20,000		60,000
Organize trainings for stakeholders of creative industry sectors on digital marketing and other areas related to digitalization, developed and held in 4 participating countries.	20,000			20,000		420,000		80,000
Develop an information channel for the dissemination of knowledge concerning collaboration opportunities, IP protection, and IP management established in each participating country						40,000		40,000
Organize 4 national events for businesses in the creative industries aimed at increasing awareness on the importance of IP protection, IP management, and IP strategies for businesses, successfully held in each of the participating country	20,000			20,000		40,000		80,000

Develop 4 training materials, and capacity building activities, tailored for representatives of the national authorities, including but not limited to IP offices, on ways in which IP management and enforcement can be used to enhance the creative industries, policy strategies to increase accessibility of IP system usage, and improved management of IP systems	20,000	10,000		12,000		10,000	8,000	60,000
Hold 2 networking events connecting members of said networks in each participating country	20,000			12,000			8,000	40,000
Evaluation						15,000		15,000
Total								535,000

[End of Annex III and of document]