

Committee on Development and Intellectual Property (CDIP)

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STRATEGY FOR FUTURE ENHANCEMENT OF WIPO MATCH

prepared by the Secretariat

1. While considering the agenda item “Future work”, the 27th session of the Committee on Development and Intellectual Property (CDIP), decided that the Secretariat should present a document on the “Strategy for Future Enhancement of WIPO Match”.
2. Accordingly, this document contains the Secretariat’s proposed strategy. In doing so, the document details the principles based on which it plans to introduce adjustments to the purpose, objectives, and functionalities of the current WIPO Match platform.
3. The technical improvements to the platform as well as structural changes to the interface will be undertaken based on a detailed project document that will be developed in due course.

I. BACKGROUND

4. The Development Agenda (DA) Recommendation 9 requested WIPO “to create, in coordination with Member States, a database to match specific intellectual property (IP) related development needs with available resources, thereby expanding the scope of its technical assistance programs, aimed at bridging the digital divide.”

5. To respond to this Recommendation, the Secretariat proposed a project to develop an IP Development Matchmaking Database, at the third session of the Committee (Annex IV, [CDIP/3/INF/2](#)). Following its approval, the Project established the planned Database, which served as a repository of information for WIPO, Member States, and potential donors. It also aimed at assisting in assessing the needs of other (recipient) Member States and in identifying the resources or the means to address those needs.

6. Furthermore, in the context of the implementation and mainstreaming of the DA Project on Enhancing South-South Cooperation on IP and Development among Developing Countries and Least Developed Countries (LDCs),¹ in 2014, the Secretariat introduced new functionalities to the IP Development Matchmaking Database that enabled matchmaking, *i.e.* pairing the needs to offers of developing countries and LDCs, in order to support and assist them in trainings and capacity building activities. Hence, WIPO Match was adapted to serve as one of the avenues for facilitating South-South cooperation.

7. To spur wider cooperation among donors and assistance seekers, and to offer more and better technical functionalities to the users, in 2016, the IP Development Matchmaking Database was revamped and rebranded as “[WIPO Match](#)”. With that change, the platform further strengthened its matchmaking function by bringing together IP stakeholders, and in particular technical assistance providers and beneficiaries, to match their specific needs with available resources. The objective of WIPO Match was also to boost the flow and impact of the Organization’s development assistance work.

II. CURRENT CONTEXT

A. WIPO Match

8. In 2021, the Evaluation Section of WIPO’s Internal Oversight Division undertook a formative evaluation² of WIPO Match (hereafter the IOD Evaluation), with the purpose of finding learning opportunities and program improvements, as well as to provide recommendations on developing additional value-added services that complement the ones already provided by the platform. The IOD Evaluation covered the period from 2016 to 2020.

9. The IOD Evaluation report identified, among others, the following main findings:

- The project design used a narrow definition of results that focus exclusively on the number of matches. Consequently, the project was under-reporting and leaving outside the quality of the network connections, the richness of the network, and the contributions resulting from the commitment, diversity, or visibility of the network.
- WIPO Match’s value proposition had evolved over time. The platform was found to include an amalgam of services and proposals that the project could not realistically deliver to all platform members with the capacities and resources it had.
- WIPO Match involved the business sector, academia, innovation hubs, government institutions, and multilateral international organizations, national and regional IP offices. However, the evaluation also found that membership criteria were not clear enough to fully unfold the platform’s full potential.
- The WIPO Match web platform technology was outdated, and it did not comply with modern standards. The existing web platform limited the project team’s efficiency, as several tasks needed to be done manually.

¹ More information on the DA Project on Enhancing South-South Cooperation on IP and Development among Developing Countries and LDC is available at: https://dacatalogue.wipo.int/projects/DA_1_10_11_13_19_25_32_01

² The IOD Evaluation Report can be found at: https://www.wipo.int/export/sites/www/about-wipo/en/oversight/iaod/evaluation/pdf/210617_report_evaluation_of_wipo_match_for_publication.pdf

10. In terms of its functionalities and whether they are fit-for-purpose, based on the feedback collected from the stakeholders consulted during the above mentioned IOD Evaluation, it is understood that to meet the needs of the platform users, WIPO Match needs a more intuitive interface, hosted on a modern user-friendly platform that provides more services and better assignment of responsibilities among its members. To achieve better results, there is a need for more streamlined resources dedicated to the technical modernization of the platform, as well as its daily administration and overall management.

11. In addition, the WIPO Performance Report for 2018/19³ reported that, as WIPO Match saw four matches catalyzed during the 2018/19 biennium, it fell short of its biennial target. One additional matchmaking deal has been catalyzed by the end of 2021, leading to a cumulative total of seven matches generated by the platform over the last three biennia (*i.e.*, since its rebranding in 2016). In terms of resources, it has been estimated that from 2016 to 2020, WIPO Match cost the Organization 1.41 million Swiss francs.⁴

B. South-South, North-South and Triangular Cooperation at WIPO

12. South-South, North-South and Triangular cooperation are increasingly recognized as important modalities of international cooperation for development. In particular, these types of cooperation mechanisms and initiatives foster and strengthen the self-reliance of developing countries by encouraging their innovative and creative capacities to find solutions, tools, and the right technologies to their development challenges and formulate requisite strategies to address them.

13. WIPO Match operates based on the principles of partnership creation between donors and seekers, and the facilitation of technical assistance and technology transfer. These principles in fact, are at the core of any South-South, North-South and Triangular cooperation initiatives.

14. In addition to responding the DA Recommendation 9, the results brought by the platform contribute to achievement of the Sustainable Development Goals (SDGs) 9 and 17. As indicated in the IOD Evaluation, by the end of March 2021, WIPO Match was one of the very few WIPO business Units reporting and collaborating with the United Nations Office for South-South Cooperation (UNOSSC) and United Nations Department of Economic and Social Affairs (UNDESA). UNOSSC considered the WIPO Match platform relevant to their work and to the South-South Galaxy platform, while UNDESA integrated WIPO Match within their Online Platform of the Technology Facilitation Mechanism to support the 2030 Agenda for Sustainable Development.

15. Throughout the years, WIPO has continued its efforts to encourage South-South and Triangular cooperation amongst its Member States through different projects and activities. Among other reporting mechanisms, it undertakes a periodic mapping exercise that identifies and groups all South-South cooperation activities ongoing in the Organization.⁵ In the 2018/19 biennium, some 20 additional countries engaged in South-South Cooperation, showcasing an increase of 18 percent as compared to 2017.

³ The WIPO Performance Report (WPR) 2018/19 is available at:

https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=506751

⁴ Para. 91, Evaluation of WIPO Match, available at: https://www.wipo.int/export/sites/www/about-wipo/en/oversight/iaod/evaluation/pdf/210617_report_evaluation_of_wipo_match_for_publication.pdf

⁵ The Mapping of South-South Activities supported by WIPO in 2019, is available at:

https://www.wipo.int/export/sites/www/cooperation/en/south_south/docs/mapping_activities_2019.pdf

16. WIPO's vision and mission encapsulated within the Organization's 2022-2026 Medium Term Strategic Plan (MTSP)⁶ places special focus on South-South and Triangular cooperation initiatives. Hence, in revitalizing its approach and expanding support to such initiatives in the field of innovation and IP at the national, regional and global levels, WIPO intends to utilize the WIPO Match platform as the backbone platform to increase transparent exchange of information among the stakeholders in the IP ecosystem, encourage cooperation amongst them, and facilitate South-South, North-South and Triangular initiatives.

III. FUTURE ENHANCEMENT

17. To better utilize the existing WIPO Match platform and to bring South-South, North-South and Triangular cooperation activities under sharp focus, the current platform will be technically improved, restructured, and expanded to provide more tools, services and functionalities that would help deliver better results. In addition to seeker-donor collaboration, the platform will include other mechanisms of cooperation, such as South-South, North-South and Triangular cooperation, as well as public-private partnerships, where WIPO's role as facilitator is more pronounced and the results of such cooperation are better mainstreamed

18. The guiding principles of the enhanced platform will be: (i) right-sizing its scope; (ii) efficient administration at low running costs; (iii) avoidance of duplication as well as redundancy of information and functions; and (iv) reliance on the existing in-house information and databases.

19. The information populated on the platform will be structured by thematic clusters that will focus on areas in which WIPO's focus and efforts could be amplified when providing technical assistance. For example, food security and agriculture; IP and public health; green innovation; improvement of IP management; creative industries; and others. Countries will be invited to contribute with their stories and best practices under each of those clusters, while WIPO will facilitate cooperation initiatives creation and complement with the delivery of technical, human and financial resources.

20. By combining together these two streams of WIPO's development cooperation work – WIPO Match; and South-South, North-South and Triangular cooperation work – and by streamlining resources, WIPO would avoid duplication of work and allocation of resources towards actions that are leading to similar results. Moreover, once merged and enhanced, the new platform will provide the following:

- (i) A more user-friendly platform that will offer the possibility to exchange success stories and experiences in various areas of IP and to engage with peers with the view of creating potential cooperation initiation or partnerships.
- (ii) A platform that provides consolidated and coordinated information on WIPO's work in the area of South-South, North-South and Triangular Cooperation.
- (iii) An established support network for matchmakings in the field of innovation and IP facilitated by WIPO.
- (iv) A fixed mechanism to involve all stakeholders in new initiatives and partnerships.
- (v) A better-defined and strengthened role of WIPO as facilitator of South-South, North-South and Triangular Cooperation.
- (vi) An improved mechanism for regular update, improvement and reporting on South-South, North-South and Triangular cooperation initiatives.

⁶ The WIPO Medium-Term Strategic Plan (MTSP) 2022-2026 is available at: https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=541373

21. When developing the document detailing the required technical improvements to the current WIPO Match platform as well as the structural enhancements of the interface, WIPO will take into account the principles described in this Strategy, the main findings of the IOD Evaluation of WIPO Match described in para. 9, and the comments made by Member States.

22. *The CDIP is invited to consider the information contained in the present document.*

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