

Strategic Planning for Technical Assistance and Capacity Building

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Altaye Tedla

Director

IP eLearning & Internal Training Programs

WIPO Academy



A Journey ...

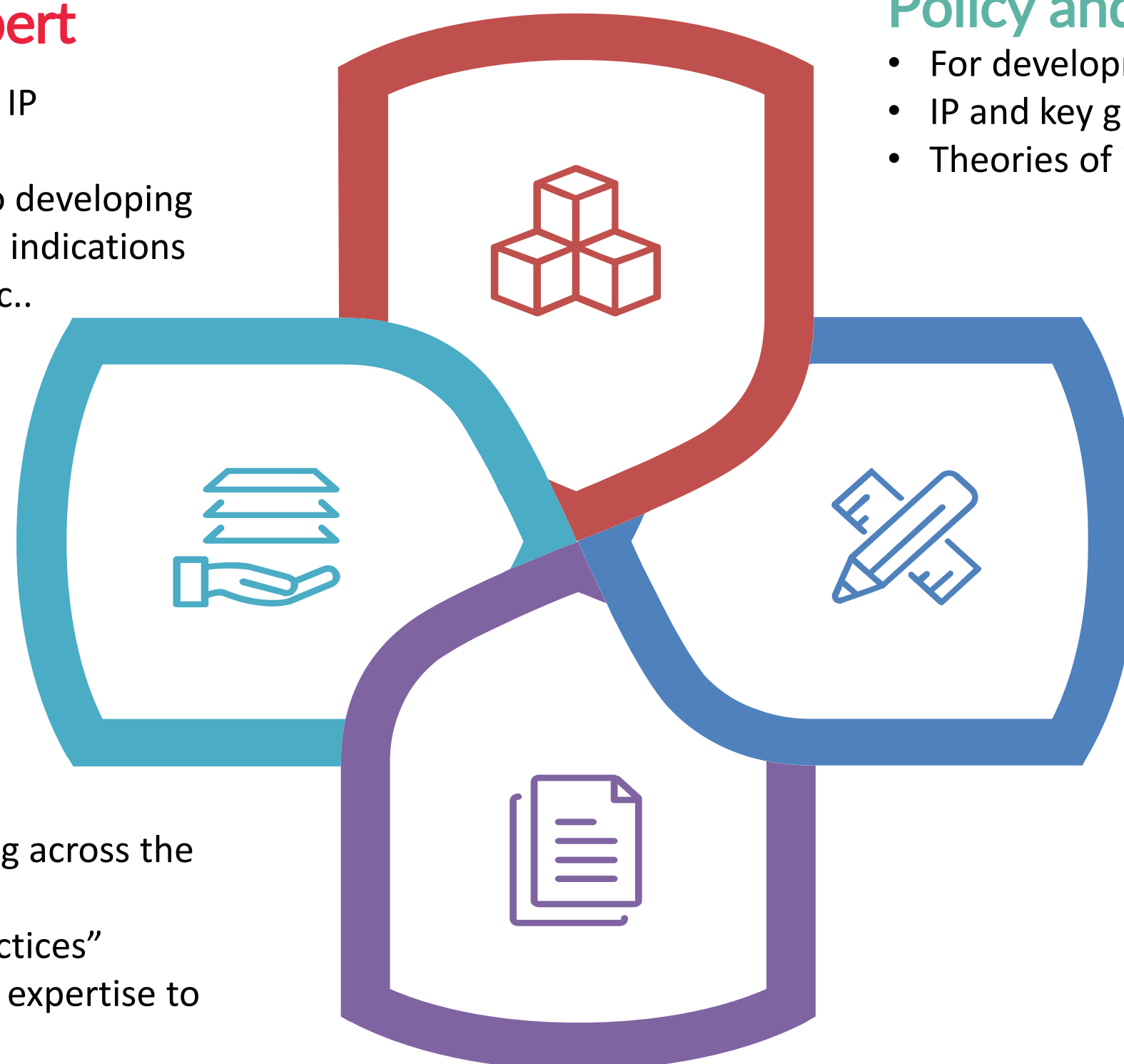
Technical Assistance and Capacity Building

IP Professionals and Expert

- Development oriented approach to IP
- One size does not fit all
- Sectoral areas that are important to developing countries (agriculture, geographical indications)
- Designs, tourism, biotechnology, etc..

Policy and Law (IP Treaties)

- For development and economic growth (National IP Strategies)
- IP and key global issues
- Theories of innovation and creativity



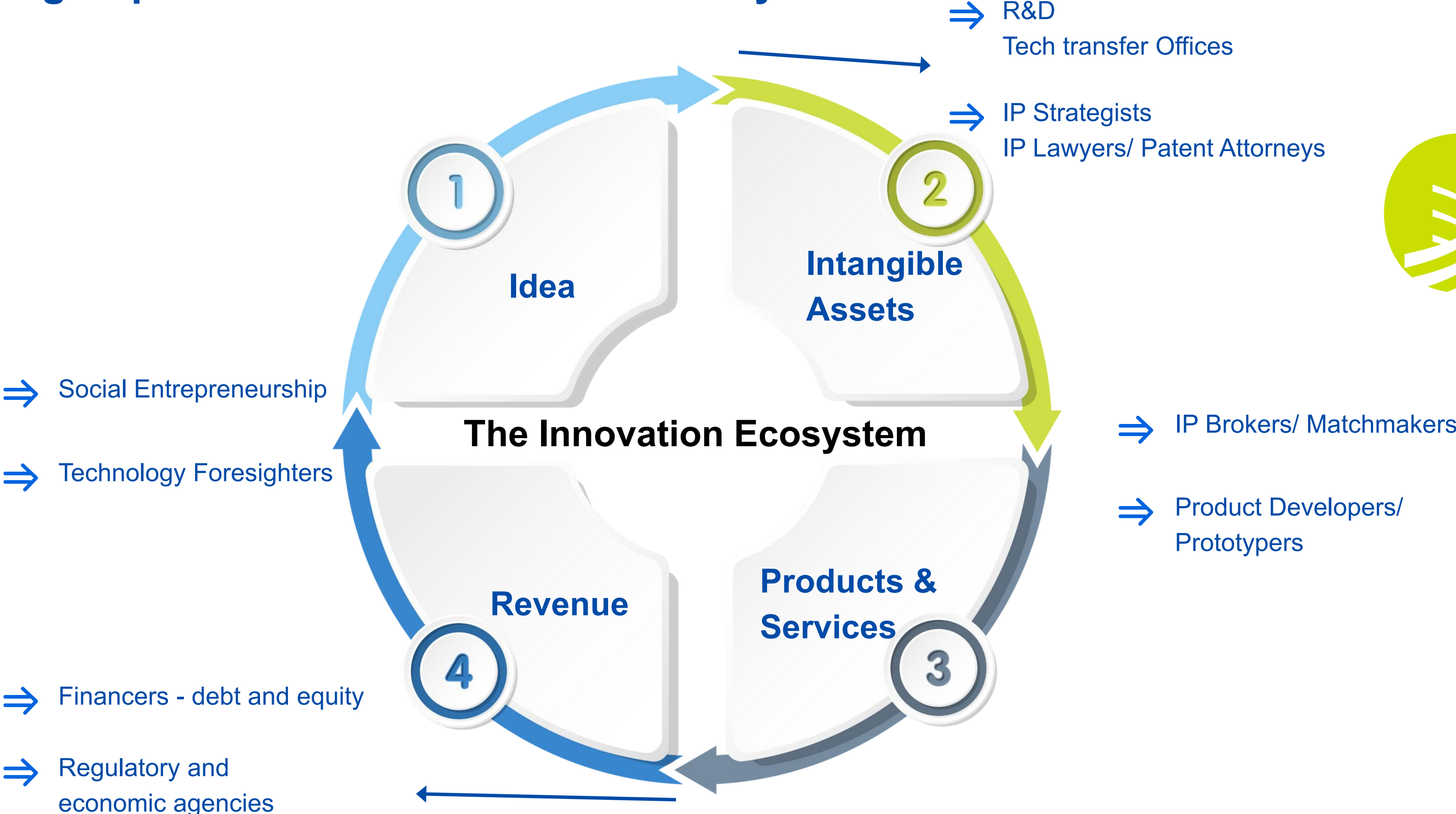
Industry (SME)

- Co-develop training & curriculum on Entrepreneurship & Innovation
- Work to ignite passion for Innovation amongst Focus on Grassroot Innovation

Academia

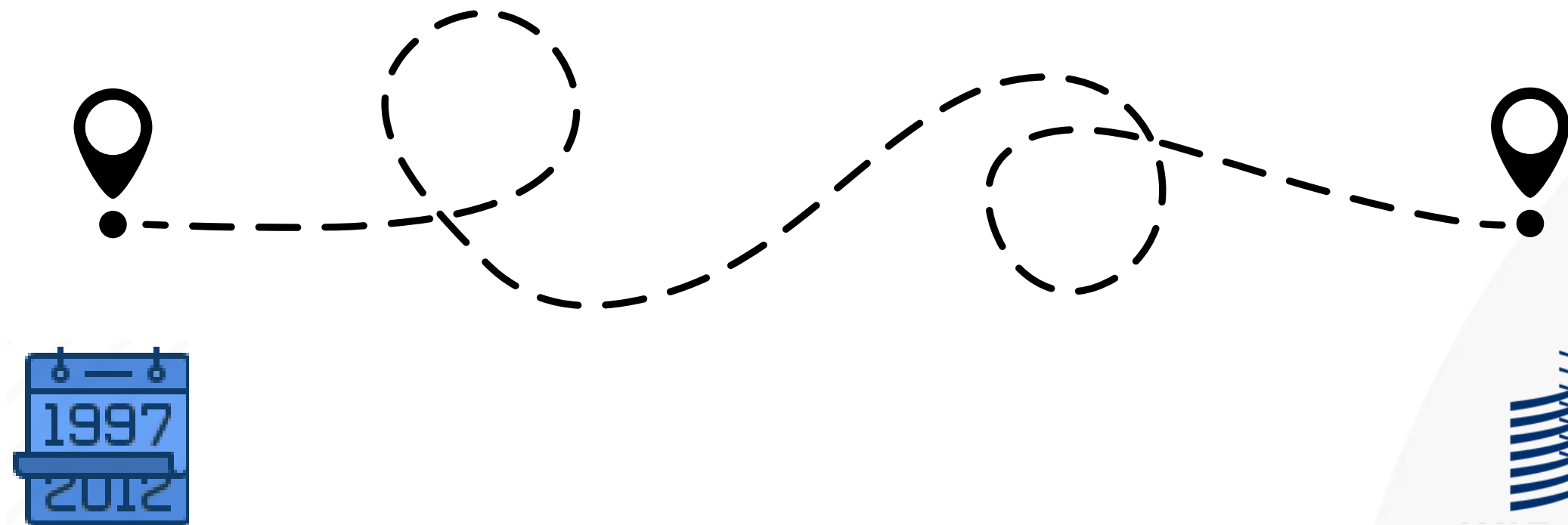
- Deliver effective programs & training across the Innovation ecosystem
- Develop “Global replicable best practices”
- Build on the current model & WIPO expertise to support

Building Capacities for the Innovation Ecosystem



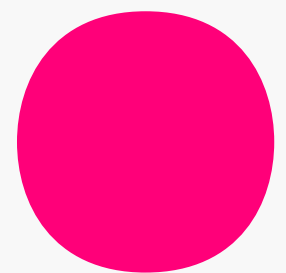
Strategic Planning in Context - WIPO Academy

- WIPO Academy Strategic Planning was built for Human Capacity Building and Skills
- Developments for the Innovation Ecosystem

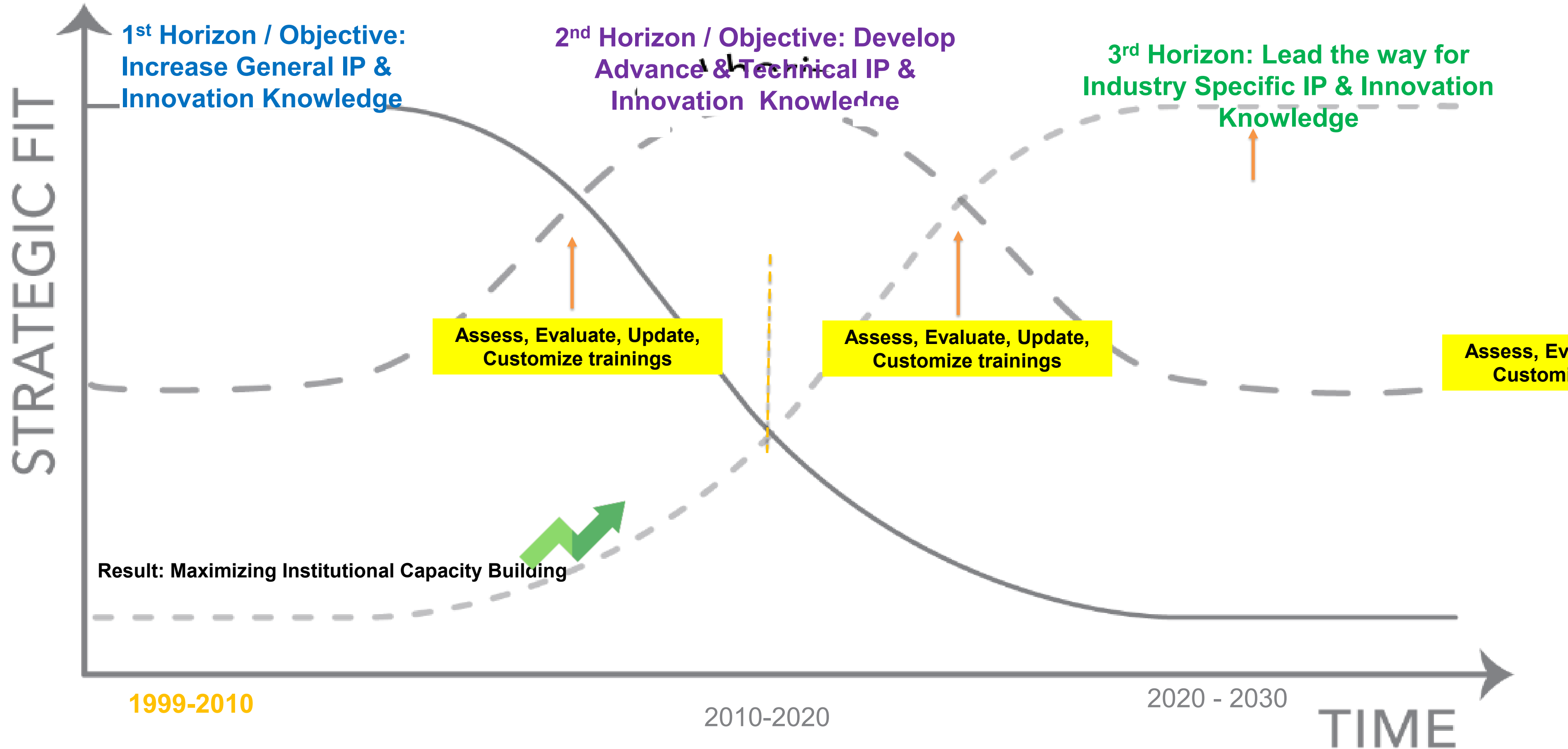


- IP Landscape in 1997 was underdeveloped
- IP knowledge limited and IP seen as a complex subject

- Shaping of WIPO's current policies



Strategy for Maximizing IP Capacity Building & Technical Assistance with Development Perspectives

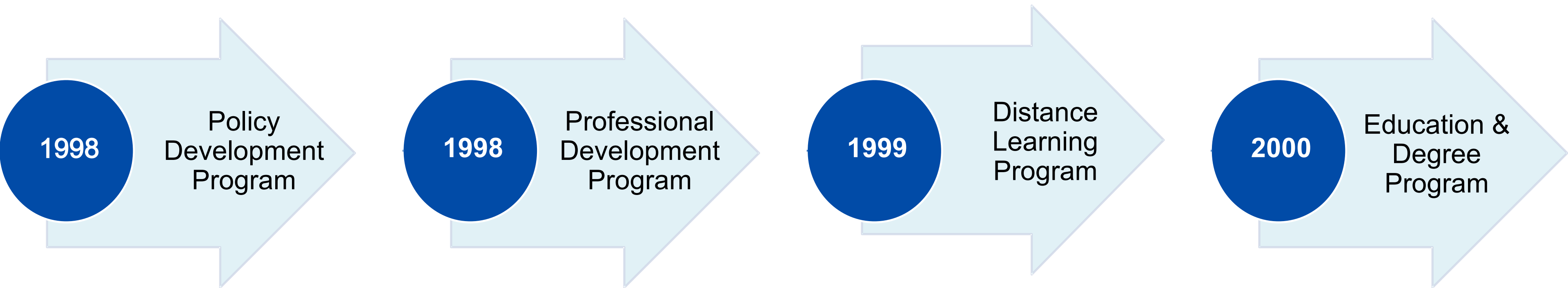


Strategic Planning

(1) Identifying Needs & Stakeholders



WIPO Academy's Response to the Member States Needs





As of Today - 2025!

WIPO Academy is Supporting IP Education Globally



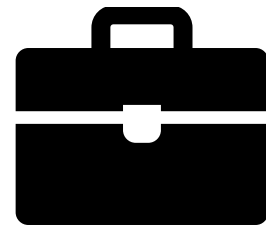
52 IP eLearning courses offered in **23+** languages



18 Joint Master's Degree Programs in **16** countries



23 WIPO Summer Schools



13 Executive Programs



26 IP Training Institutions (IPTIs)

In 2023 and 2024, the WIPO Academy expanded its offerings across programs to cater to the growing worldwide demand for specialized IP training and skills-building opportunities.

Strategic Planning

(2) Goal Setting & Vision Alignment

- Demystify IP
- Establish Inclusive IP Education



Academy's Vision for Inclusive IP Education



EdTech Service



Accessibility Training Portal



Customization & Translation



Targeted Training for Youth, Women and SMEs

Why it matters?

- ⇒ Promotes diversity in innovation
- ⇒ Empowers underrepresented groups
- ⇒ Aligns with the UN Sustainable Development Goals (SDGs)



Customization & Adaptation of Trainings



With the mission to make IP accessible everywhere, we offer services and support to customize eLearning courses and training material into the local jurisdiction and in national languages upon request of WIPO Member States



Strategic Planning

(3) Data Driven Decision Making



Data Driven Decision Making



Profile of WIPO Academy students:



- **53.48 %** from Law Background (30,191 student)



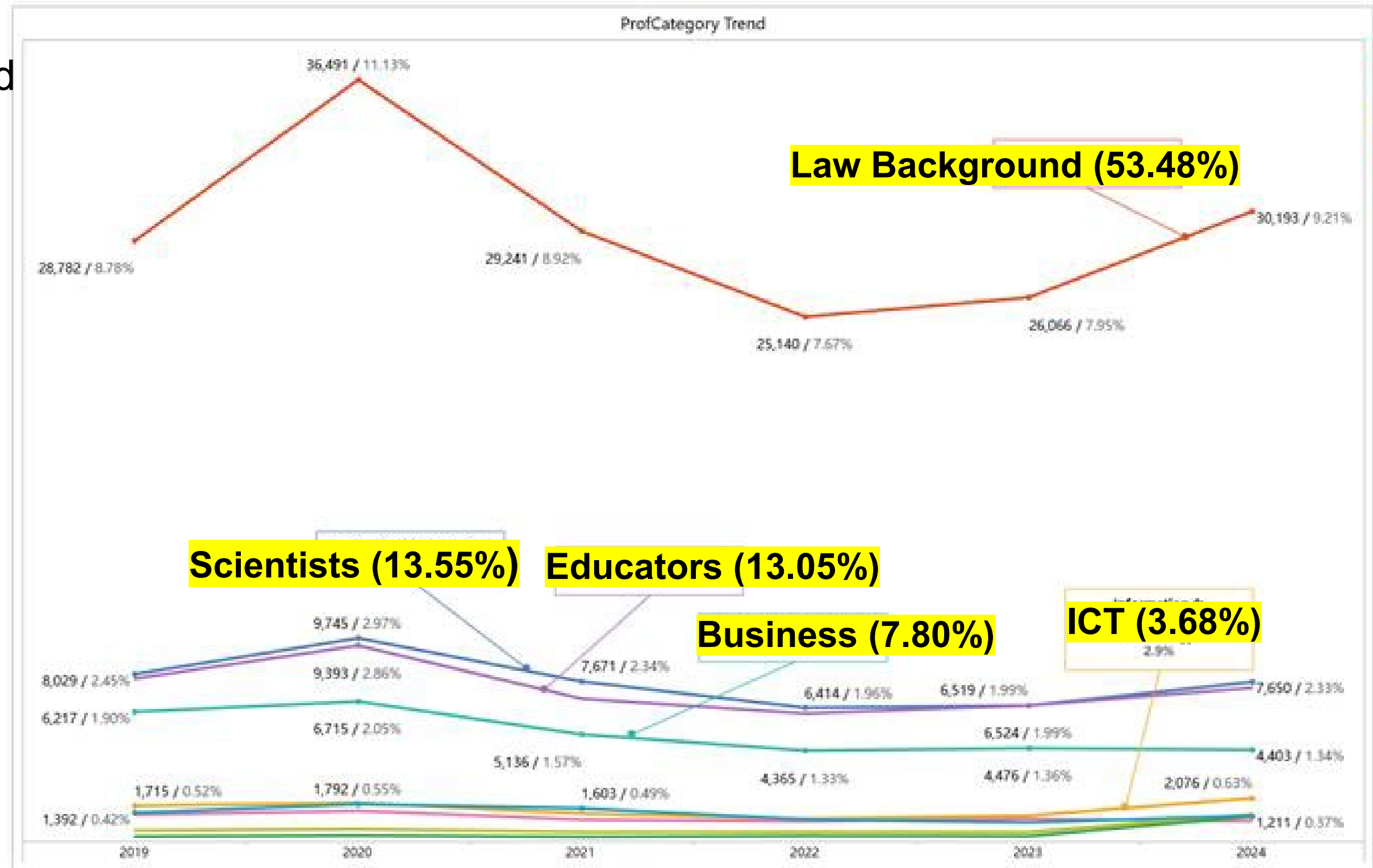
- **13.55%** are Scientists (7,650 student)



- **13.05%** are Educators (7,367 student)



- **7.80%** are from Business Background (4,403 student)



Partnership for Impact



International Organizations



Ministries and National Institutions



Schools, Universities, Research Institutions

WIPO-INPI University Consortium

- Partnership with INPI/BR
- 24 Brazilian leading academic institutions offering the DL101PBR courses for academic credits



Strategic Planning

(4) Monitoring, Evaluation & Adaptation



Monitoring, Evaluation & Adaptation to Cutting Edge Pedagogical Approach



Blended learning
(online + in-person).



Gamification and interactive tools.



Micro-Learnings



Virtual Reality and Use
of Avatars for Videos



Flip-classroom
technique



Learner Centric
Instructional Design

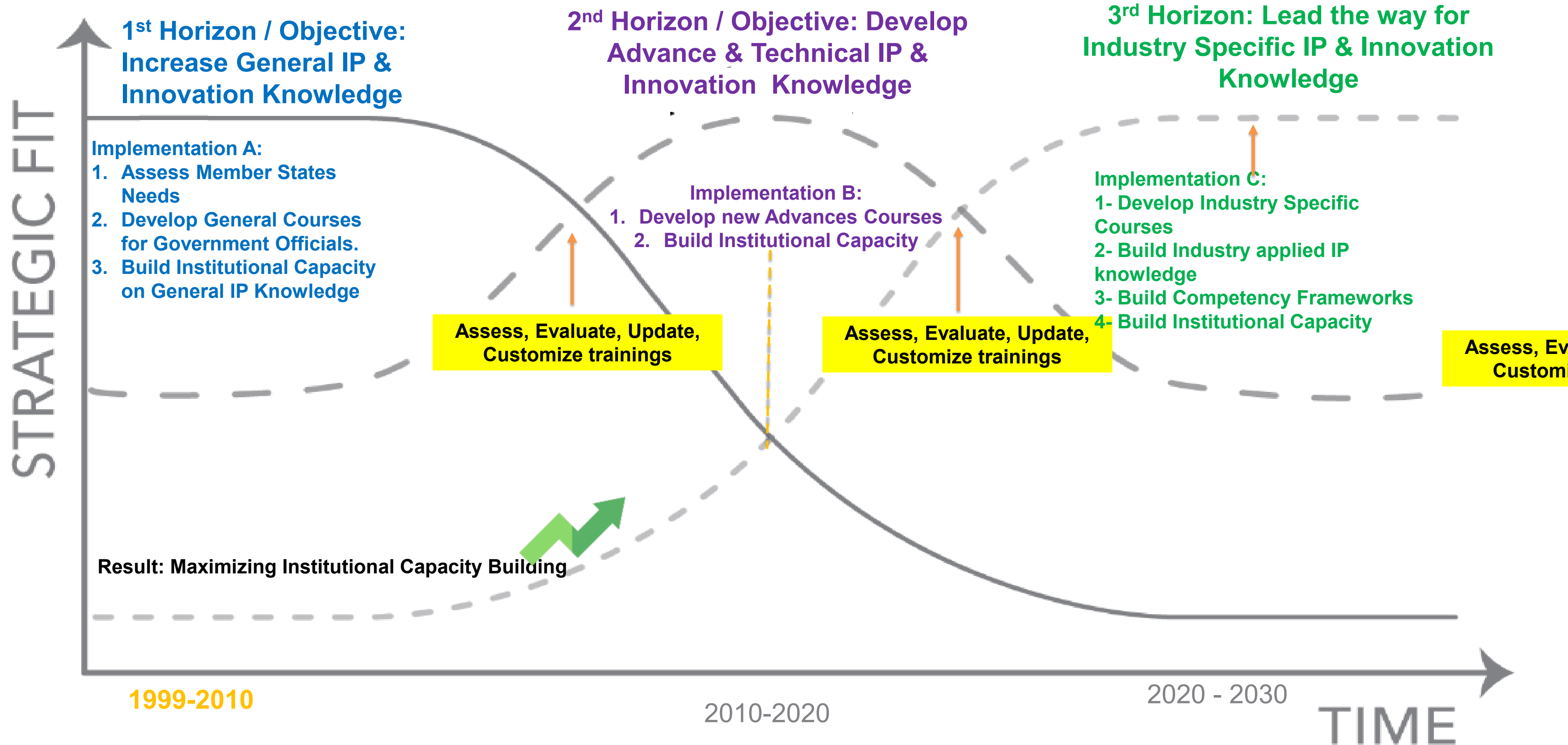


Case-based learning
and simulations.

Summary

WIPO Academy Strategy for Capacity Building & Technical Assistance

Strategy for Maximizing IP Capacity Building & Technical Assistance with Development Perspectives



Thank you and Reach out to us!

Altaye Tedla - LinkedIn
Director at WIPO Academy



e-mail: Altaye.tedla@wipo.int



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