

Webinar on Virtual Technical Assistance and Capacity Building: A Critical Look at the Advantages and Limitations

Habip Asan

Director

Division for Transition and Developed Countries

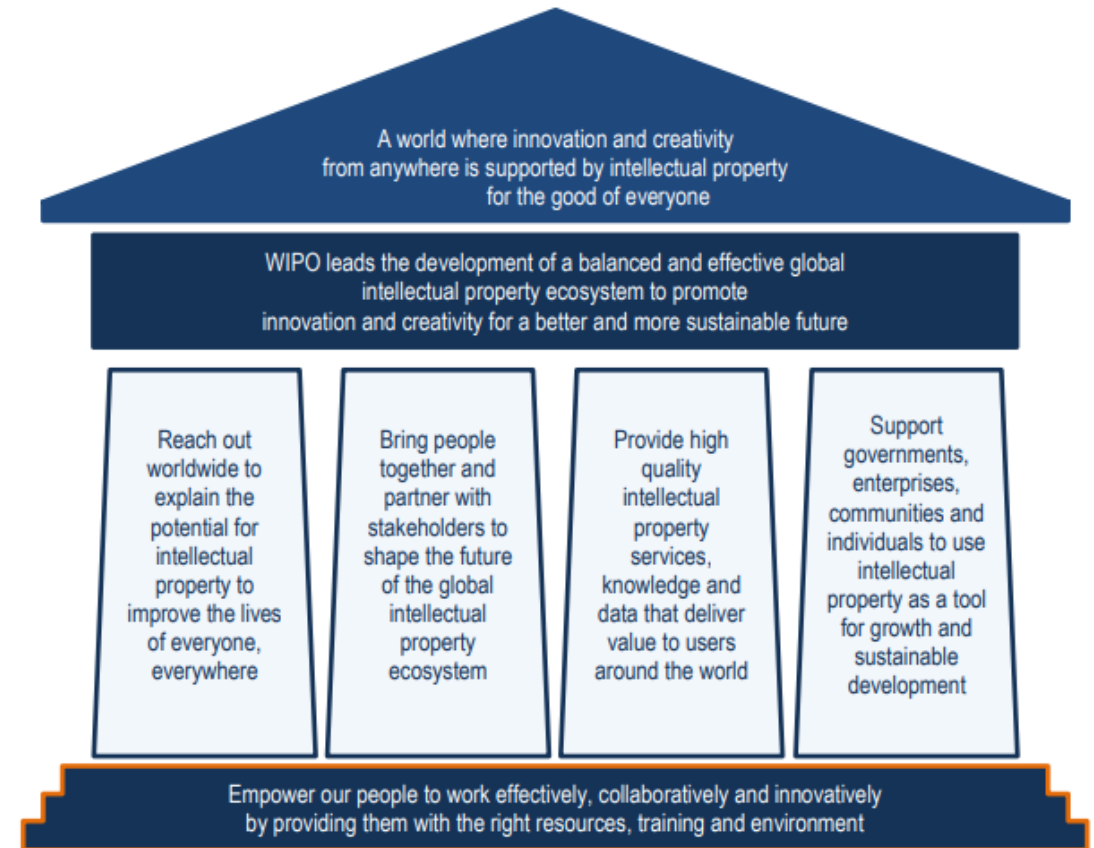
Geneva, September 12, 2024

WIPO FOR OFFICIAL USE ONLY



Medium-Term Strategic Plan (MTSP) 2022-2026

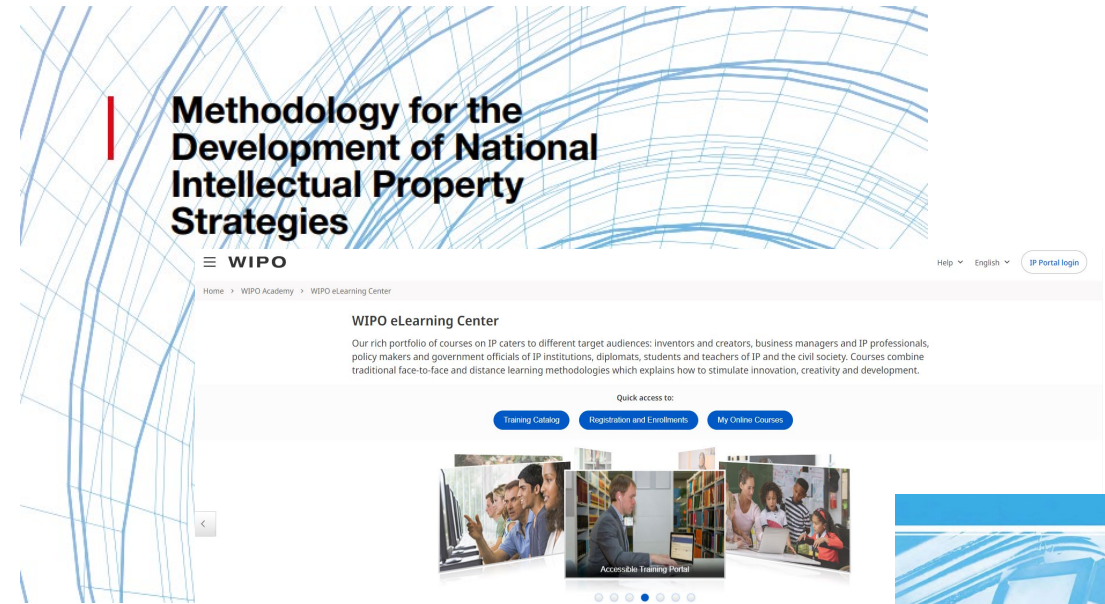
- ✓ **Reach Out Worldwide:** Enhancing communication to raise awareness about how IP can improve lives globally.
- ✓ **Partner with Stakeholders:** Collaborating with various stakeholders to shape the future of the global IP ecosystem.
- ✓ **Provide High-Quality Services:** Offering valuable IP services, knowledge, and data to users around the world.
- ✓ **Support Growth and Development:** Assisting governments, enterprises, and communities in using IP as a tool for sustainable growth.



WIPO Director General, Daren Tang: "Day in, day out, WIPO not only supports Members to put in place the legal and regulatory frameworks for IP, but also helps them use IP as a powerful catalyst for growth and development. Strong and robust IP systems enable our innovators and creators to prosper. And their success benefits us all."

EXAMPLES OF OUR TECHNICAL ASSISTANCE

- **IP Strategies**
- **IP Office Support:** databases and software
- **Training Programs:** including scholarships for Master's programs, summer schools, and fellowships
- **Legislative Assistance**
- **Resource Development:** guides and publications
- **Free Access Platforms:** Developing platforms like ARDI (Access to Research for Development and Innovation) and ASPI (Access to Specialized Patent Information)







Latest releases All latest releases

Drawing on the expertise of IP professionals, scientists, researchers, data analysts and lawyers, our publications are a reliable source for experts and policy makers. They can also help the layperson better understand the intricacies of IP rights and IP law.

The WIPO Magazine is part of our collection of publications. Issued four times a year its articles take a fresh look at creativity and innovation across the world.

Discover our latest releases here.


 <p>Green Technology Book Solutions for climate change mitigation</p>	 <p>World Intellectual Property Indicators 2023 This authoritative report analyzes IP activity around the globe.</p>	 <p>Global Innovation Index 2023, 16th Edition Innovation in the face of uncertainty</p>	 <p>World Intellectual Property Report 2024: Making innovation policy work for development The 2024 edition of the World Intellectual Property Report highlights the positive impact of innovation and industrial policy on helping to leverage the existing capabilities of a country or region.</p>
---	--	--	---



Access to RESEARCH for DEVELOPMENT and Innovation – ARDI

Access to leading scientific and technical journals for developing countries.

www.wipo.int/ardi




TO MAXIMIZE THE IMPACT, WE EMPLOY SEVERAL EFFECTIVE STRATEGIES:

- **Customized Content:** Tailoring training materials to the specific needs of the audience, considering local contexts and languages to enhance relevance and understanding.
- **Interactive Platforms:** Using interactive tools like webinars, online workshops, and virtual reality simulations to actively engage participants and make learning more immersive.
- **Continuous Support:** Providing ongoing support through follow-up sessions, online forums, and mentorship programs to ensure participants can implement what they've learned.
- **Data-Driven Insights:** Leveraging data analytics to track participant progress and feedback, allowing for continuous improvement of the training programs.




TOOLS TO DELIVER VIRTUAL TECHNICAL ASSISTANCE EFFECTIVELY

- **Learning Management Systems (LMS):** Platforms like Moodle.
- **Web Conferencing Tools:** Zoom, Microsoft Teams, and Webex for live interaction and real-time collaboration.
- **Interactive Modules:** Incorporating quizzes, polls, and discussion boards to facilitate active participation.
- **User-friendly content:** designed for on-the-go learning, making it easier for participants to access resources anytime, anywhere.





Webinar
Quest to Help Game Developers LevelUP their Intellectual Property
December 12, 2023



Get free consultations on intellectual property for game developers

Michal Pełkała
Partner, Head of Video Games & Entertainment, WIPO
Warsaw, Poland

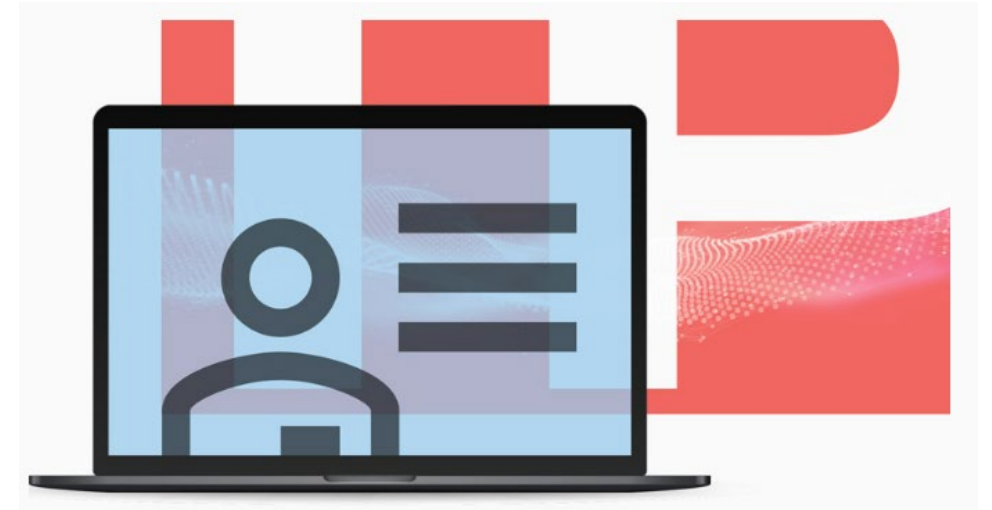


WIPO

Moving to Virtual

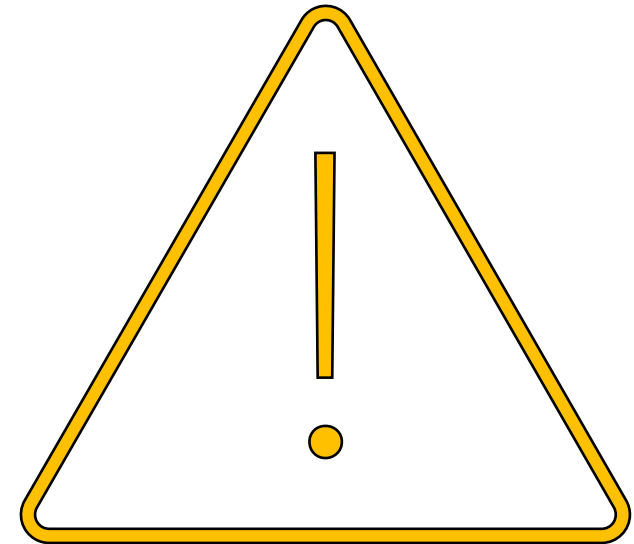
Advantages

- **Accessibility:** Virtual platforms remove geographical barriers, allowing us to reach a wider audience, including those in remote and underserved regions. Participants can now access high-quality training and resources that were previously out of reach.
- **Cost-Effectiveness:** Virtual delivery cuts down on travel and accommodation costs, making technical assistance more affordable for both donors and recipients. This cost efficiency allows us to allocate resources more effectively and reach a larger audience.
- **Scalability:** Virtual platforms enable us to scale our projects more quickly and efficiently, reaching more people across different regions and replicating successful initiatives with greater ease.



LIMITATIONS OF VIRTUAL DELIVERY

- **Digital Divide:** Access to reliable internet and digital devices remains a significant barrier in many developing and least developed regions. This digital divide can exacerbate existing inequalities.
- **Engagement and Interaction:** Keeping participants engaged and fostering meaningful interaction can be challenging in a virtual environment. The lack of face-to-face contact may impact the depth of discussions and networking opportunities.
- **Building Trust:** Trust is crucial in technical assistance and development cooperation. Building this trust is more challenging in a virtual setting, where personal interactions are limited.



LESSONS LEARNED

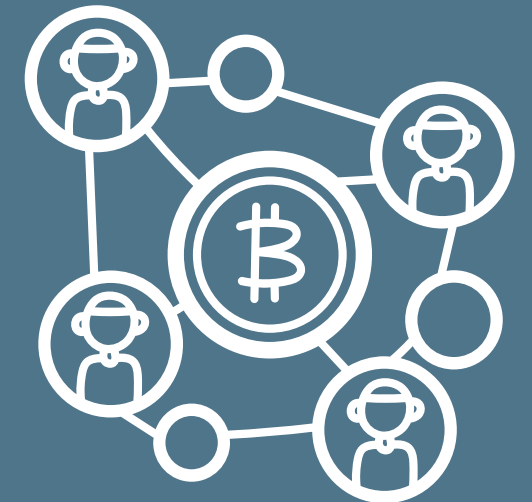
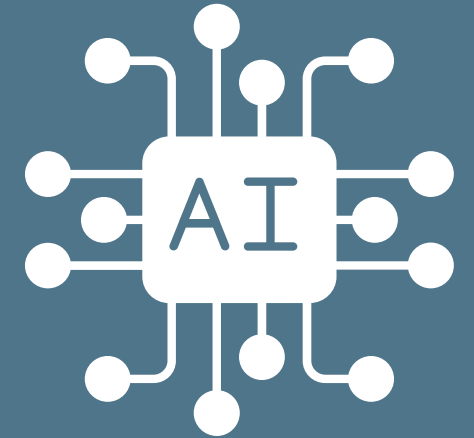
- **Flexibility and Adaptability:** Being prepared to adapt content and delivery methods based on participant feedback and changing circumstances is essential.
- **Local Partnerships:** Collaborating with local organizations to provide on-the-ground support and ensure cultural relevance.
- **Empowering Participants:** Encouraging active participation and ownership of the learning process to foster a more profound impact.
- **Monitoring and Evaluation:** Regularly assessing the effectiveness of virtual interventions through surveys, interviews, and performance metrics to identify areas for improvement.



CONCLUSION

Virtual technical assistance and capacity building present a unique opportunity to reach more people across diverse geographical areas in real-time. While there are inherent limitations, discussions like today's webinar are vital for sharing experiences and strategies to transform these challenges into opportunities.

The integration of AI, digitization, and frontier technologies will play a pivotal role in enhancing virtual technical assistance. AI can provide personalized learning experiences and real-time feedback, while technologies like blockchain can ensure transparency and build trust in virtual interactions. Embracing these advancements will maximize the impact of our efforts, making technical assistance more effective and far-reaching.





Virtual Technical Assistance and Capacity Building: A Critical Look at the Advantages and Limitations

Geneva, September 12, 2024

