



Estratégia Nacional de Propriedade Intelectual

Secretaria de Competitividade e Política Regulatória
Departamento de Propriedade Intelectual e Infraestrutura da Qualidade
Coordenação-Geral de Propriedade Intelectual

MINISTÉRIO DO
DESENVOLVIMENTO, INDÚSTRIA,
COMÉRCIO E SERVIÇOS





IP as strategic tool for Innovation and development

- ✓ **210 actions** with common objectives, goals and guidance for federal administration (**Decree 10.886, period of 2021 to 2030**).
- ✓ **Governance** (GIPI): Casa Civil, MDIC, MRE, MMA, MINC, MCTI, MS, MAPA, Mcom, MEC, MD, MF, MJSP. > alavancar a agenda de propriedade intelectual
- ✓ IP as **strategic tool** to be part of other **policies and projects** of the government (NIB, ENCTI, ODS)

Axis 1: IP for COMPETITIVENESS and Development

Axis 2: DISSEMINATION, Education and Capacity building in IP

Axis 3: GOVERNANCE and Institutional Strengthening

Axis 4: Modernization of the LEGAL FRAMEWORK

Axis 5: ENFORCEMENT and Legal Certainty

Axis 6: INTELLIGENCE and Vision for the Future

Axis 7: Insertion in the IP GLOBAL SYSTEM

NIPS implementation coordination

Interministerial Group of Intellectual Property (GIPI)
Decreto n° 9.931/2019 – 13 ministries plus related institutions

Action Plans every 2 Years (10 Years)

2021-2023
2023-2025

Public and private institutions

18 government institutions with deliverables
11 civil society organizations with deliverables
21 civil Society oranzitions as members of GIPI

Deliverables based on virtual technical assistance

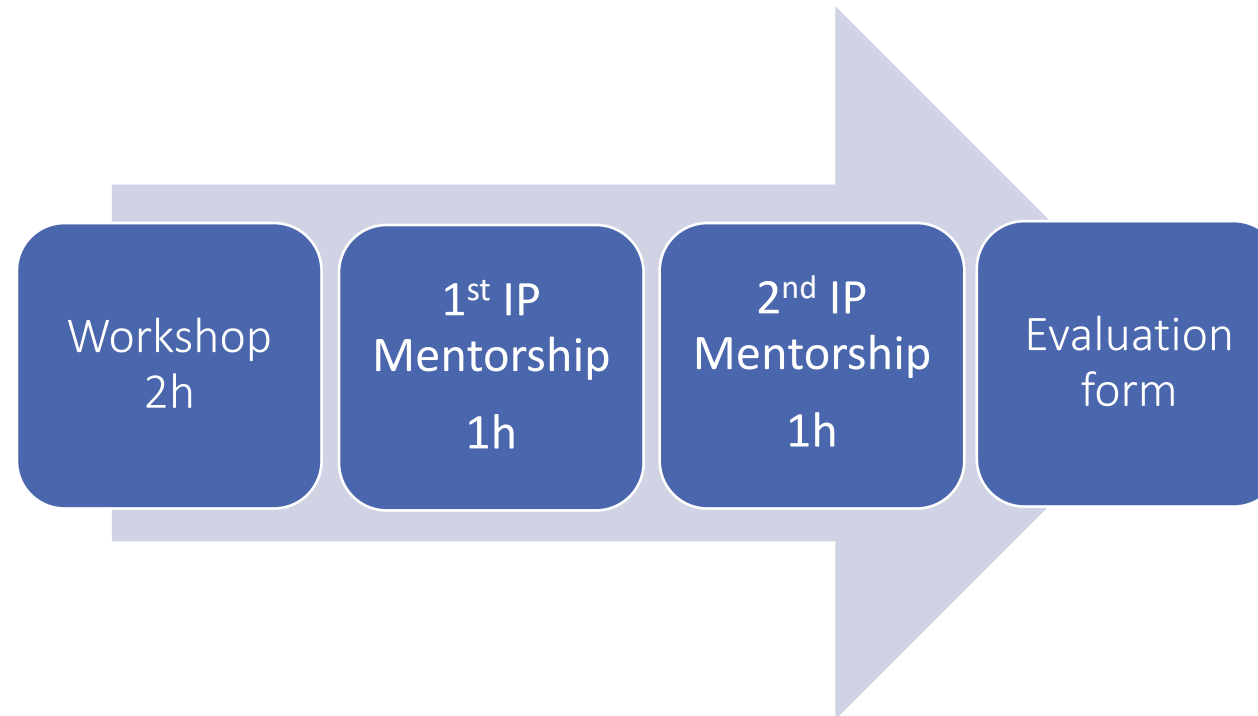


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AXIS 1

IP for COMPETITIVENESS and
Development

- Insertion of **IP mentorships into MDIC programs** (Exporters and Tech Entrepreneurs)
- **Public call** for mentorships on IP (pilot with women and biotech)



Deliverables based on virtual technical assistance

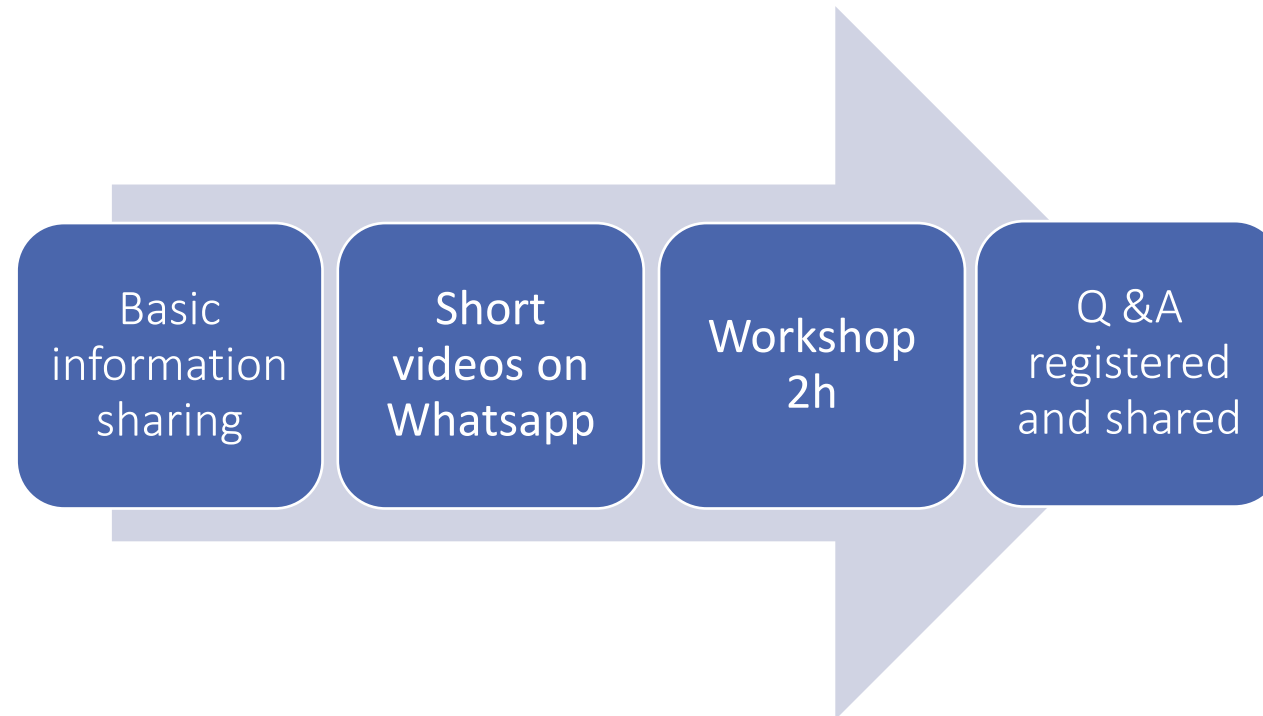


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AXIS 2

DISSEMINATION, Education
and Capacity building in IP

- Basic notions of IP for more than **490 Local Agents of Innovation from “Brasil Mais”** (SMEs assistance program)



Deliverables based on virtual technical assistance



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AXIS 5

ENFORCEMENT and Legal
Certainty

- IP training for 40 federal **judges** (strategic issues)
- IP workshop for **public lawyers and auditors**

Judges

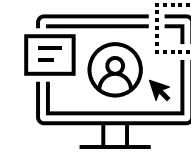
- 20h total
- Max. 3h/session
- 1 or 2 days/week

Lawyers/Auditors

- Workshops
- 1 or 2 days
- Basics and cases

Limitations

- IT structure, tools and human resources
- Much more subscriptions than actual participation
- Less compromised people (easy to connect, to forget and to decide on time)
- Divided attention with other tasks on the computer
- No personal contact for connections in parallel
- Sometimes, less open debate (recordings and no eye-to-eye contact)



Advantages

- Practical and cost-effective choice to connect with a broader audience
- More quantity and quality of people participating (no distance barriers)
- Much less cost of events, workshops and sharing digital content
- Authorized recording of the content and sharing with other interested people
- Scale and impact of capacity building (national and international partnerships)
- More assistance in shorter period (more availability of people)

Challenges of hybrid activities...

Lessons learned and best practices

- Essential do make the objectives of the virtual assistance clear (questions to be answered or lessons to be learned), broad and assertive dissemination (find the right representatives)
- Short forms to know the audience before the assistance and to have feedback afterwards
- Send preliminary content to anticipate discussions and questions
- Stimulate the engagement of the virtual audience using activities before and during the assistance
- Present questions before the technical assistance, do interviews and send readings, reminders
- Introduce always with a short technical presentation to put the audience on the same page

GIPI – EXECUTIVE SECRETARIAT

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