



Topic 1: The Linkages between Innovation & IP Policy Developments: the Case of the WIPO Global Innovation Index

**National IP Strategy Development & Implementation
Cross-regional online workshop**

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Objective

Setting up TOPICs 2 & 3, explore the links between innovation and IP policy development over the last two decades.

1. See the evolution of innovation policy-making – in part based on GII – over the last two decades and related evolutions
2. Appreciate the state of intellectual property/strategy-making in this light
3. Perfect how IP policies & strategies are crafted in an new evidence-based policy environment, and designed to support innovation policy objectives.

1) The evolution of innovation policy-making over the last two decades



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Before :

Innovation policies & metrics mainly developed by high-income (HI) economies only

Developing countries are told or perceive the formulation of these policies as «irrelevant» or «unattainable»: Metrics are unavailable

In HI-economies, mainly the remit of Science and Technology Ministries (siloed)

IP or IP office not a key player – IP metrics not set-up

Little connection between regional + national levels

Metrics often concerned with innovation inputs & science variables only (R&D, patents)

Problems of follow-up, coordination, and evaluation



1) The evolution of innovation policy-making over the last two decades

Today:

Innovation policies and innovation metrics are now the priority of countries of all levels of development

Developing countries see strategic value of innovation & i. policies for «local riches» - all fields of economy with potential for novelty and economic / social returns; Metrics are in making

Innovation policies now cross-ministerial and core economic policy concern and based on innovation ecosystem assessments (regional – local - and international linkages)

Use of smarter innovation linkage, output and impact indicators

IP or IP office often still not a key player
Patent myopia

Improvement in follow-up, coordination, and evaluation



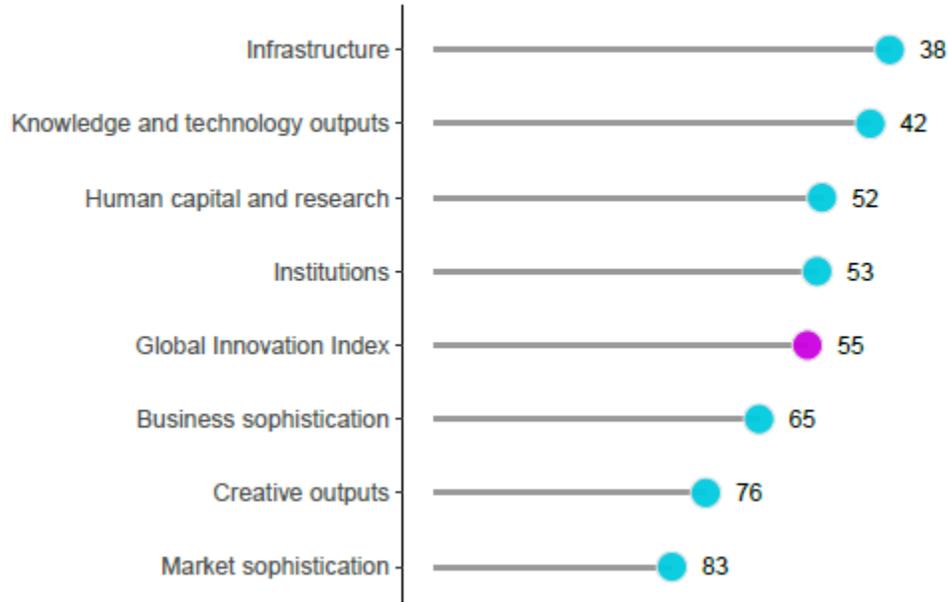
1) The evolution of innovation policy-making over the last two decades: GII experiences

- The GII tracks global innovation trends and ranks 132 economies.
- GII rankings and country briefs



- 75 out of 110 WIPO member states use the GII either to improve their innovation ecosystem, strengthen innovation metrics, or as a reference in economic policymaking.
- Country interministerial task forces – often under Prime Minister – to advance policy
- Fact-based innovation policy-making & continual review and evaluation
- Intelligent benchmarking
- Sub-national / innovation actors more involved
- Regular work on fine-tuning innovation metrics

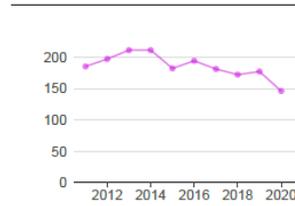
The seven GII pillar ranks for Serbia



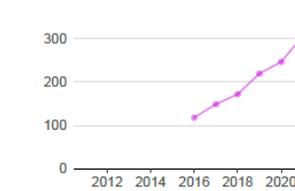
7.1.1 Intangible asset intensity, top 15

Firm	Rank
FINTEL ENERGIJA	1
AERODROM NIKOLA TESLA	2
SAJKASKA FABRIKA SECERA	3

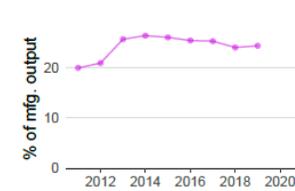
Source: Brand Finance (<https://brandirectory.com/reports/gift-2021>).
Note: Brand Finance only provides within economy ranks.



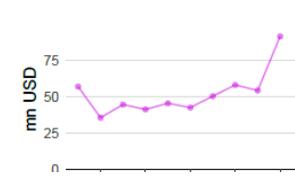
6.1.1 Patents by origin was equal to 146.0 in 2020—down by 18 percentage points from the year prior—and equivalent to an indicator rank of 61.



6.1.5 Citable documents H-index was equal to 307.0 in 2021—up by 24 percentage points from the year prior—and equivalent to an indicator rank of 53.



6.2.5 High-tech manufacturing was equal to 24.4% of mfg. output in 2019—up by 1 percentage point from the year prior—and equivalent to an indicator rank of 51.



6.3.1 Intellectual property receipts was equal to 91.3 mn USD in 2020—up by 69 percentage points from the year prior—and equivalent to an indicator rank of 40.

Strengths			Weaknesses		
Code	Indicator name	Rank	Code	Indicator name	Rank
1.2.3	Cost of redundancy dismissal	1	2.1.1	Expenditure on education, % GDP	92
2.1.2	Government funding/pupil, secondary, % GDP/cap	8	2.3.3	Global corporate R&D investors, top 3, mn USD	38
2.1.5	Pupil-teacher ratio, secondary	6	2.3.4	QS university ranking, top 3	72
3.3.3	ISO 14001 environmental certificates/bn PPP\$ GDP	2	4.2.1	Market capitalization, % GDP	76
4.3.1	Applied tariff rate, weighted avg., %	19	5.1.4	GERD financed by business, %	87
5.3.4	FDI net inflows, % GDP	13	5.3.5	Research talent, % in businesses	62
6.1.4	Scientific and technical articles/bn PPP\$ GDP	17	6.2.3	Software spending, % GDP	106
6.2.4	ISO 9001 quality certificates/bn PPP\$ GDP	4	7.1.1	Intangible asset intensity, top 15, %	64
6.3.4	ICT services exports, % total trade	17	7.1.3	Global brand value, top 5,000, % GDP	77
7.2.1	Cultural and creative services exports, % total trade	13	7.2.2	National feature films/mn pop. 15–69	65

2) Appreciate the state of intellectual property/strategy-making in this light

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Before :

IP strategies often developed separately from innovation policies, institutionally and on different times

Many high-income countries do not have a formalized IP strategy

The IP strategy is mainly the remit of the IP Office with little coordination with innovation ministries

Often IP strategies are crafted from legal point of view

An empirical assessment of the innovation potential and ecosystem – and related role of IP - is not at origin.

Metrics are often underused – at best IP filing metrics

Problems of follow-up, coordination, and evaluation

2) Appreciate the state of intellectual property/strategy-making in this light



After :

IP strategies often developed separately from innovation policies, institutionally and on different times

Many high-income countries do not have a formalized IP strategy

New prominent role for IP office – as anchor- and WIPO

The IP strategy is now often coordinated across institutions and tied to GII exercises

Increasingly desire to craft IP strategies from legal, economic and innovation system perspective

An empirical assessment of the innovation potential and ecosystem – and related role of IP - is increasingly at origin.

A desire to use metrics and increasingly innovation data (Serbia)

To early to tell if follow-up and evaluation



Knowledge gaps: Evidence needed to design IP policies?

Who is filing and why?

- Linking to innovation surveys
- Conducting IP surveys – IP use and commercialisation
- Filings abroad

Understanding the prevalence of IP Bundles (beyond patent)

Who could be filing more?

- Understanding potential IP use

What is relevance for small enterprises and public research?

How can IP be used to foster strength and overcome weaknesses?
How to use IP to turn «local riches» into economic returns or social impact

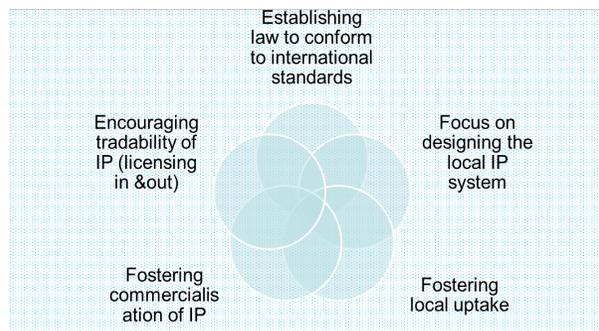
3) Perfect how IP strategies are crafted in an new evidence-based policy environment, and designed to support innovation policy objectives

Smart, integrated IP policies



Moving away from step-by-step linear approach

1. Establishing law to conform to international standards
2. Focus on designing the local IP system
3. Fostering local uptake
4. Fostering use abroad
5. Fostering IP commercialisation
6. Seek complementarities or synergies with innovation policies



Moving away from IP silo approach

- Seeing IP in context of local innovation system & policy
- Broader and more relevant view on IP bundles and different IP forms (**away from patent myopia** – TK, designs, seeds, etc.)
- From smart specialization to smart, targeted use of IP
- Align with development needs: education, agriculture and health



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