

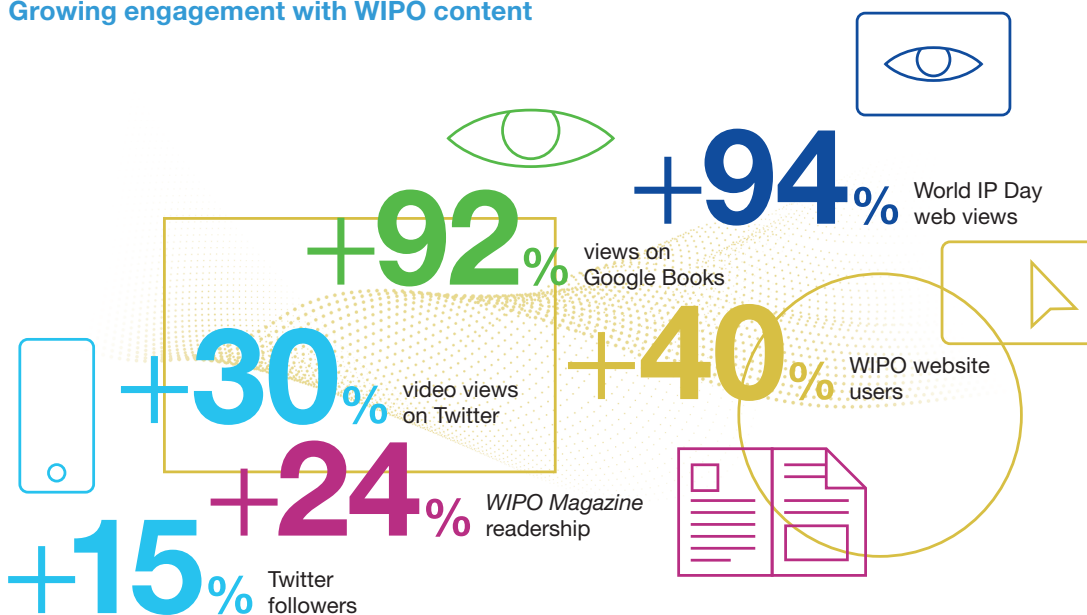
Explaining IP's Potential to Improve Lives



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Over the last year, we have begun an important shift in our communications approach, broadening out from a narrow direct dialogue with IP specialists to a wider conversation with the general public that raises awareness of IP's potential to improve the lives of everyone, everywhere.

Growing engagement with WIPO content



Storytelling to explain the impact of IP

In 2020, we saw good levels of growth in Twitter followership (15 percent) as well as in the reach of content published on Facebook and LinkedIn, with 1.9 and 2.6 million impressions respectively. Traditional media continued to report on WIPO news and the Organization was mentioned in over 49,000 press articles.

In early 2021, implementation of a new strategy on social media started, involving a more defined differentiation of content between channels to better cater for wider audiences, including entrepreneurs, creators, innovators and youth. In parallel, a revised social media policy laid the ground for an increased number of decentralized social media presences for WIPO programs and services as well as individual accounts, including for WIPO's Sector Leads, for official communication.

Our new content strategy involved a pivot to social-media-friendly storytelling videos, some 30 of which were produced from January to June 2021. Over the first half of 2021, media views increased by 30 percent on Twitter alone, compared to the same period the preceding year, and followers on Twitter and LinkedIn both grew beyond the 100,000 milestones, indicating a broader interest in our mission and vision.



“We will use cutting-edge digital tools to highlight the potential of IP for the benefit of people everywhere.”

Engaging new audiences and expanding reach

The importance of the WIPO website as the Organization’s central communications platform was evident in 2020, when we saw increases of 40.5 percent in the number of users to 17 million, 29.7 percent in the number of sessions to 35 million and 17.1 percent in the number of unique page views to 82 million. These figures rose again in 2021, with an additional 16.8 million users visiting the WIPO website in just the first six months. A multilingual web satisfaction survey confirmed that 87 percent of respondents were satisfied with the website, with 41 percent awarding it an “excellent” rating. The adoption of a new Content Management System commenced and is expected to conclude in 2022.

The theme of the 2021 World Intellectual Property Day campaign, IP & SMEs: Taking your ideas to market, was part of the broadening of focus for WIPO to engage, support and serve those who may not have been well served in the past. The theme drew a 94.5 percent increase in unique page views on the website compared with 2020, online advertisements delivered 6 million impressions and 1.5 million video views and WIPO’s external offices significantly increased their support of World IP Day to deliver 23,000 participants in their various events. Our campaign assets were developed with an eye to supporting the Organization’s outreach efforts well beyond the life of the campaign with, for example, a documentary explaining the relevance of IP for small and medium enterprises (SMEs) which had 7,000 views.

Under the current system of national WIPO Awards, 22 countries made a request for a total of 105 awards in 2020 and 93 awards were granted at the request of 20 countries in the first half of 2021. Preparations began for a new global WIPO Award program which will be founded on the Sustainable Development Goals (SDGs) and the social impact of innovation, focusing on bringing to light those who, through their innovative and creative skills, contribute to economic and cultural progress to improve people’s lives. A pilot project to award innovative and creative SMEs will be deployed before the end of 2021.

WIPO publications were made available in increasing numbers of languages and formats, including Global Certified Accessible EPUB3, extending their reach to new audiences. This was seen in a 15 percent increase in downloads from the WIPO website to 3.7 million and a 92 percent rise in unique views on Google Books to 542,000. The *WIPO Magazine*, our flagship outreach publication exploring IP, innovation and creativity, is now published in eight languages. The magazine saw a 23.9 percent rise in readership over the reporting period.

Formerly known as the WIPO Library, the WIPO Knowledge Center pivoted its pre-COVID plans to hold physical exhibitions for the public to a fully online experience. The first virtual exhibition at WIPO, on the theme of artificial intelligence (AI), attracted some 5,000 visitors in its first two weeks.

In January 2021, we revamped the WIPO Briefings program, which attracted 1,155 virtual participants up to June.

